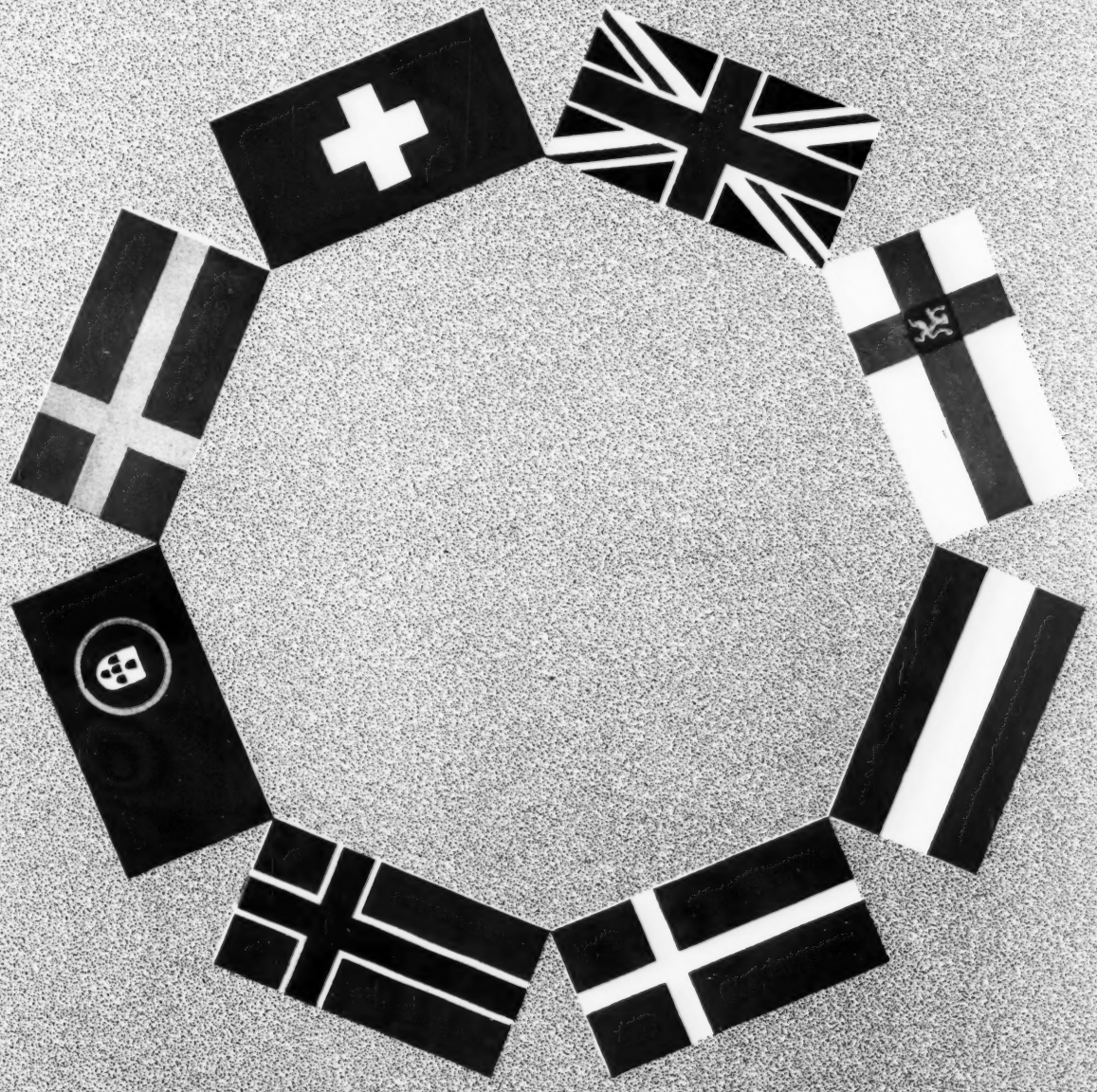
Trading with EFTA



BRITISH TRANSPORT Docks

PORT OF HULL

MODERNISATION CONTINUES

KING GEORGE DOCK Improvement Scheme

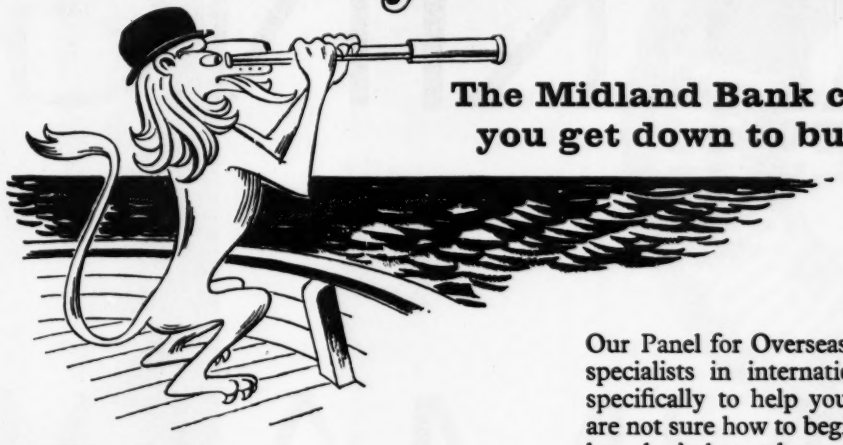
Hull, Britain's third port, has undergone extensive modernisation in recent years at a cost of about £17 million and further developments are in hand or planned. The largest scheme so far carried out was recently completed at the port's principal dock, King George Dock, at a cost of £7 million. This has provided:

- ☐ 3,355 ft. of additional QUAYS
- ☐ 6 new TRANSIT SHEDS
- ☐ expansion of GRAIN SILO capacity by 50%
- ☐ new HANDLING PLANT including 10 pneumatic grain elevators; over 40 quay cranes; fork-lift trucks and mobile cranes
- ☐ IMPOUNDING MACHINERY to raise water level of dock by 4 ft.
- ☐ new 40 ft. wide ROADWAYS and VEHICLE PARKS

Full details of facilities available from Chief Docks Manager, Hull, or from British Transport Docks, Melbury House, Melbury Terrace, London, N.W.1.

British Transport Docks is a publicly-owned Board operating—in addition to Hull—Ayr, Barrow, Barry, Burntisland, Cardiff, Fleetwood, Garston, Goole, Grangemouth, Grimsby, Hartlepools, Immingham, King's Lynn, Lowestoft, Methil, Middlesbrough, Newport, Plymouth, Port Talbot, Silloth, Southampton, Swansea and Troon Docks.

Looking overseas for your markets?



The Midland Bank can help you get down to business

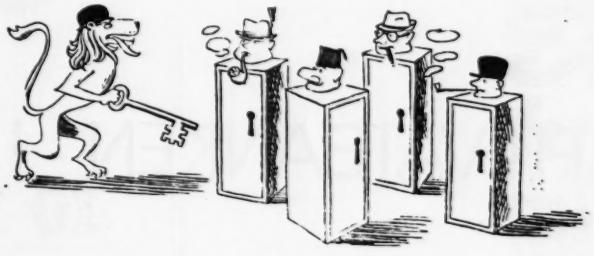
Our Panel for Overseas Trade Development, comprising specialists in international trade, has been established specifically to help you develop markets abroad. If you are not sure how to begin or if you have export problems but don't know how they can be solved, come to the Midland Bank. You ask the questions, we will give the answers (if it is humanly possible) like this:

Q How

can the Midland help me to select the best overseas markets?

A (i) By arranging for an experienced official to meet you and discuss your problems—at your own premises if you wish.

(ii) By giving you information about market conditions, opportunities and trends in countries throughout the world.



Q What are the best ways of selling my products overseas?

A (i) We can advise you on the methods most appropriate to your business.

(ii) We can seek agents or distributors to represent you abroad.

(iii) We can check the financial standing and creditworthiness of prospective agents and potential customers.

Q Where do I begin?

A Here. Telephone your local MIDLAND BANK branch manager, and tell him that you want to talk exports – or write to the Bank's Overseas Branch at 60 Gracechurch Street, London E.C.3.

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*) POLITIKEN's readers represent an annual potential purchasing power of £195,000,000

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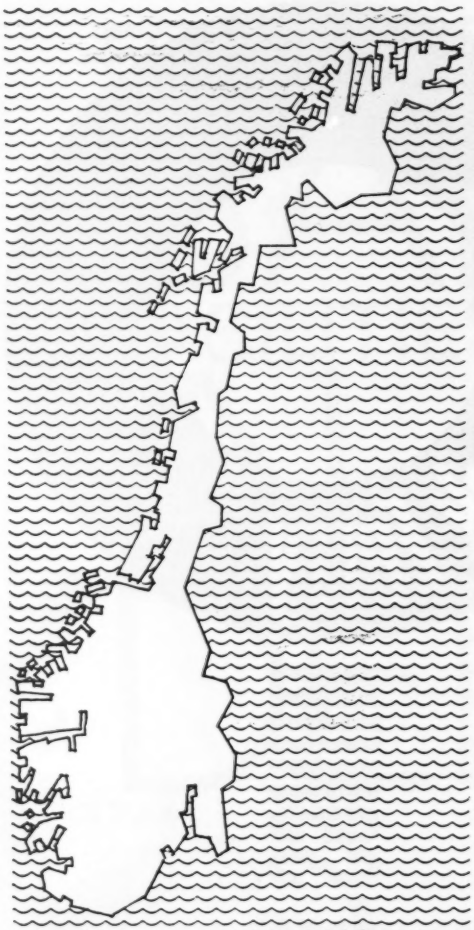

information on norway? ask the newspapers!

Information is the newspapers' business. Information for its readers in the form of news, information for its advertisers and potential advertisers in the form of market data. The leading Norwegian newspapers are well organized and well represented in London. They believe in helping themselves by helping the British exporter to get started in the Norwegian market.

The Powers Norwegian Group consists of nine of the country's largest newspapers, each independent, each the biggest and most influential in its area, covering 70% of the homes in the cities where they are published and over 40% of all Norwegian households — and a much higher percentage of the nation's buying power.

Through our London office — staffed by Norwegians and others who know the market thoroughly — we provide market and advertising information to all who are interested.

If you decide to visit Norway and see for yourself, you are most welcome to call on any member newspaper and discuss your problems. We shall be glad to give you the benefit of our local knowledge and to effect the necessary introductions.

NORWAY

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. . . and still the series grows

Three more Westminster Bank market information booklets are now available, dealing with Norway, Sweden and Denmark. The other countries covered so far in this series are Australia, Canada, New Zealand, South Africa, India, Pakistan and Japan. What is the potential of your product in these countries? Are there any special ins-and-outs you ought to know? The appropriate issue of "These are Your Markets" may surprise you with the useful information it contains. If you would like a copy, just ask at your local branch of the Westminster Bank. Or, if you prefer, get in touch with our Public Relations Department, 41 Lothbury, E.C.2. These booklets, of course, are free. If they happen not to cover your particular problem or area, we will be glad to let you have a special report.

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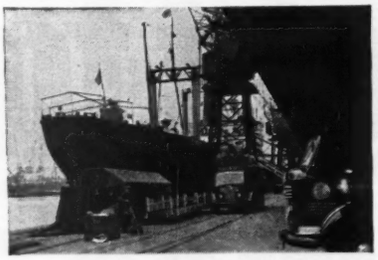
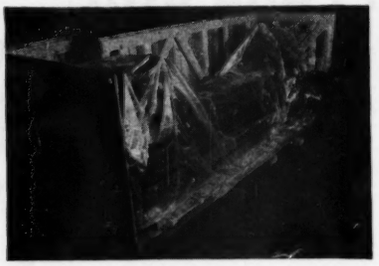


FORWARDING

WAREHOUSING



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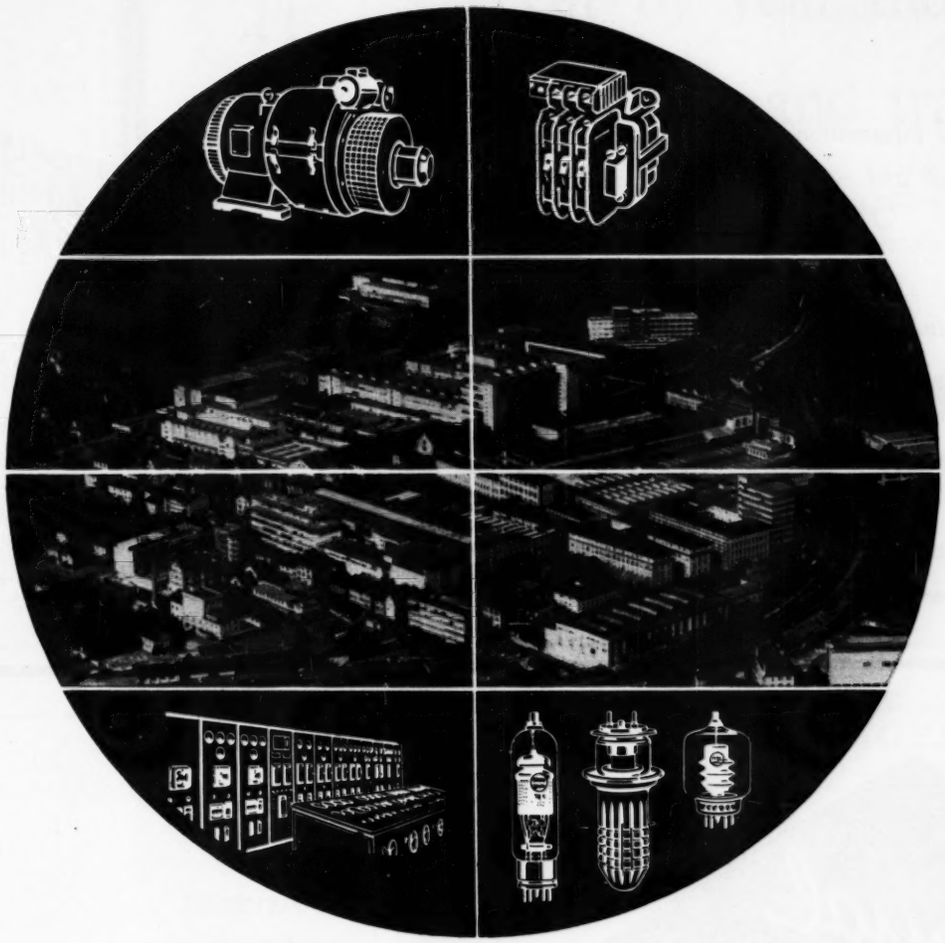

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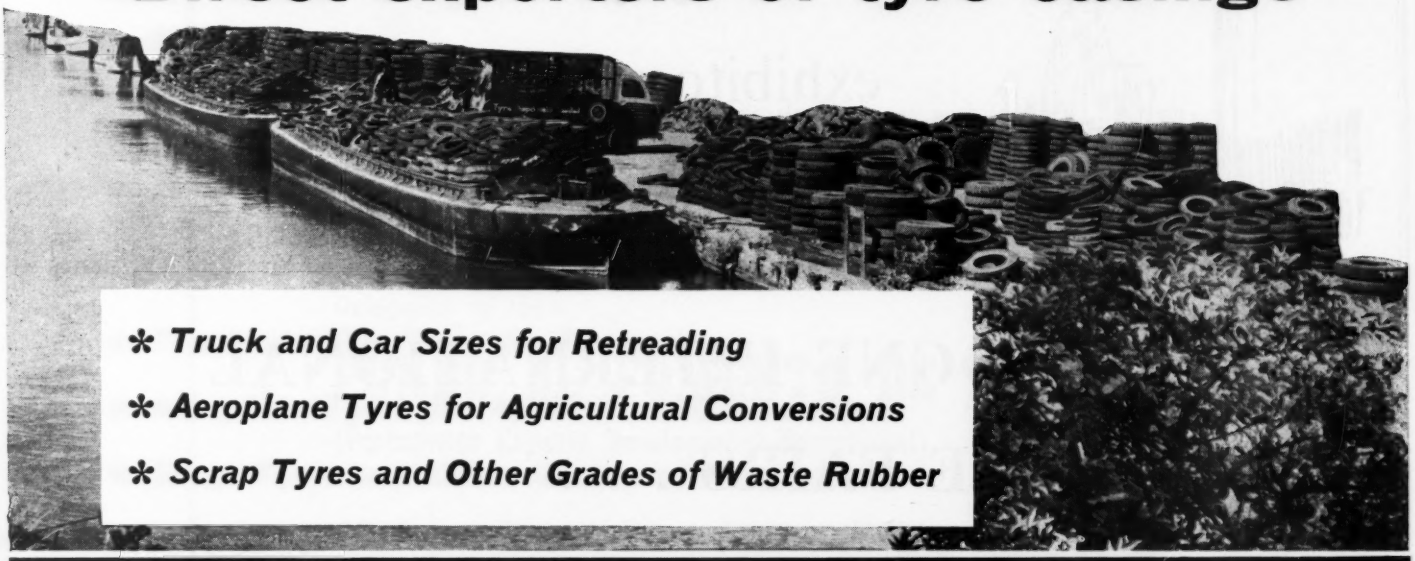

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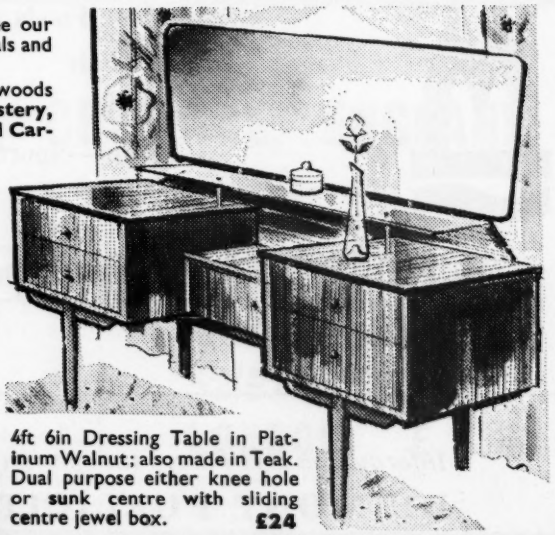

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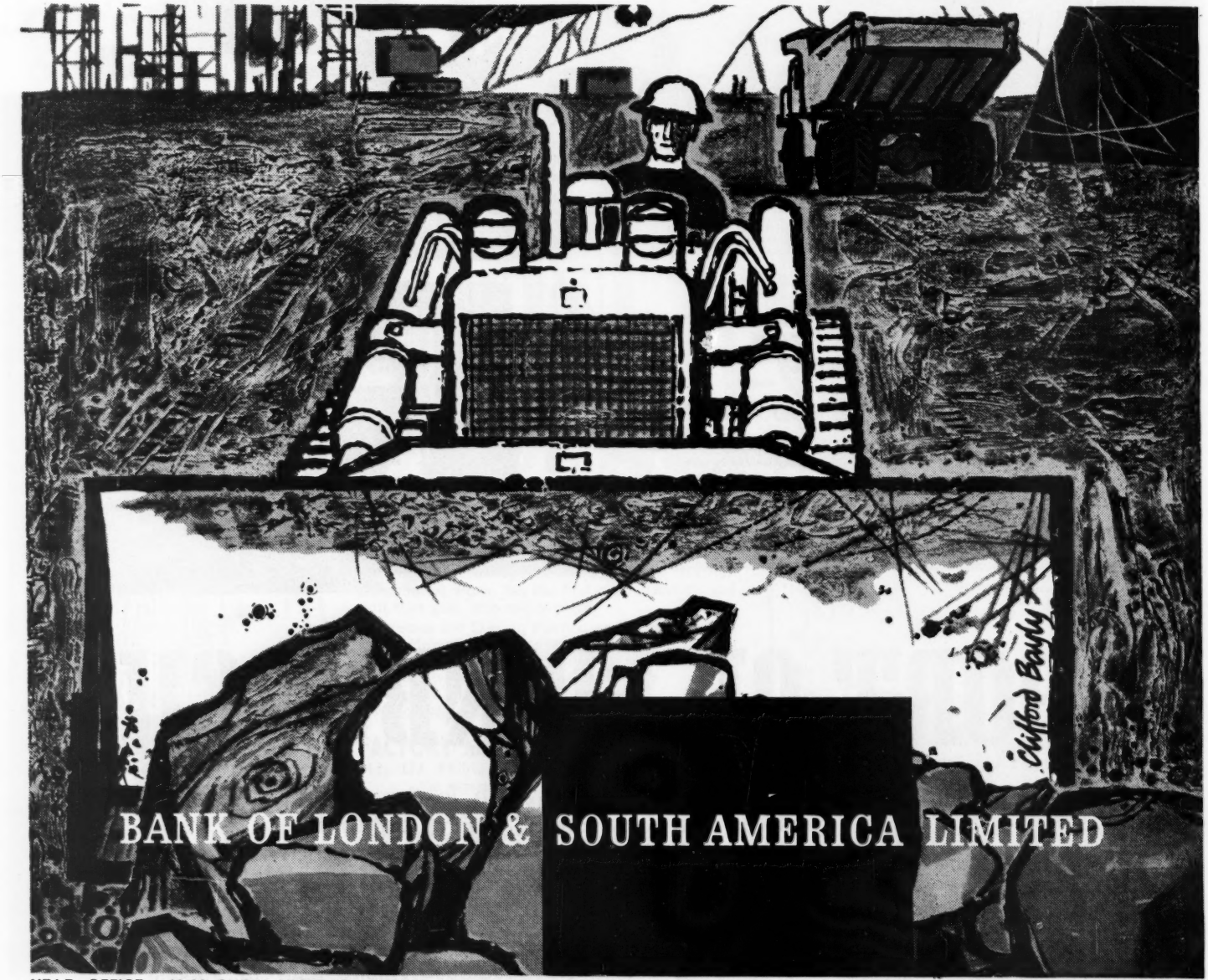

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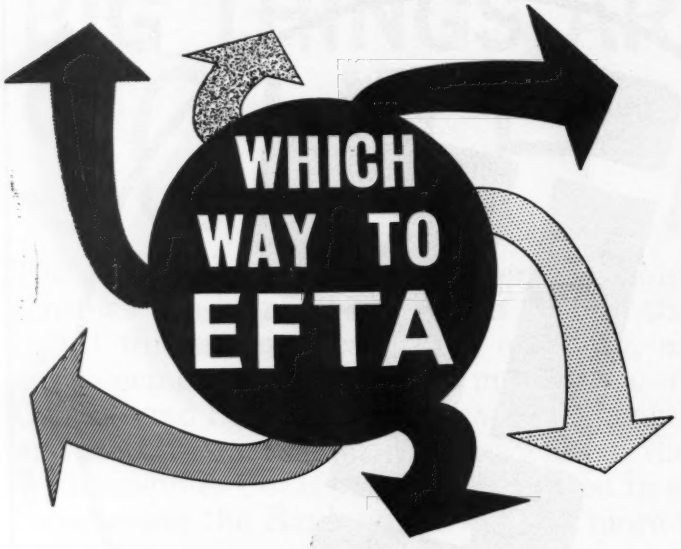

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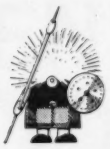

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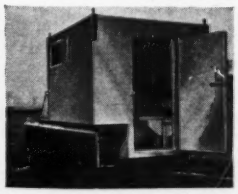

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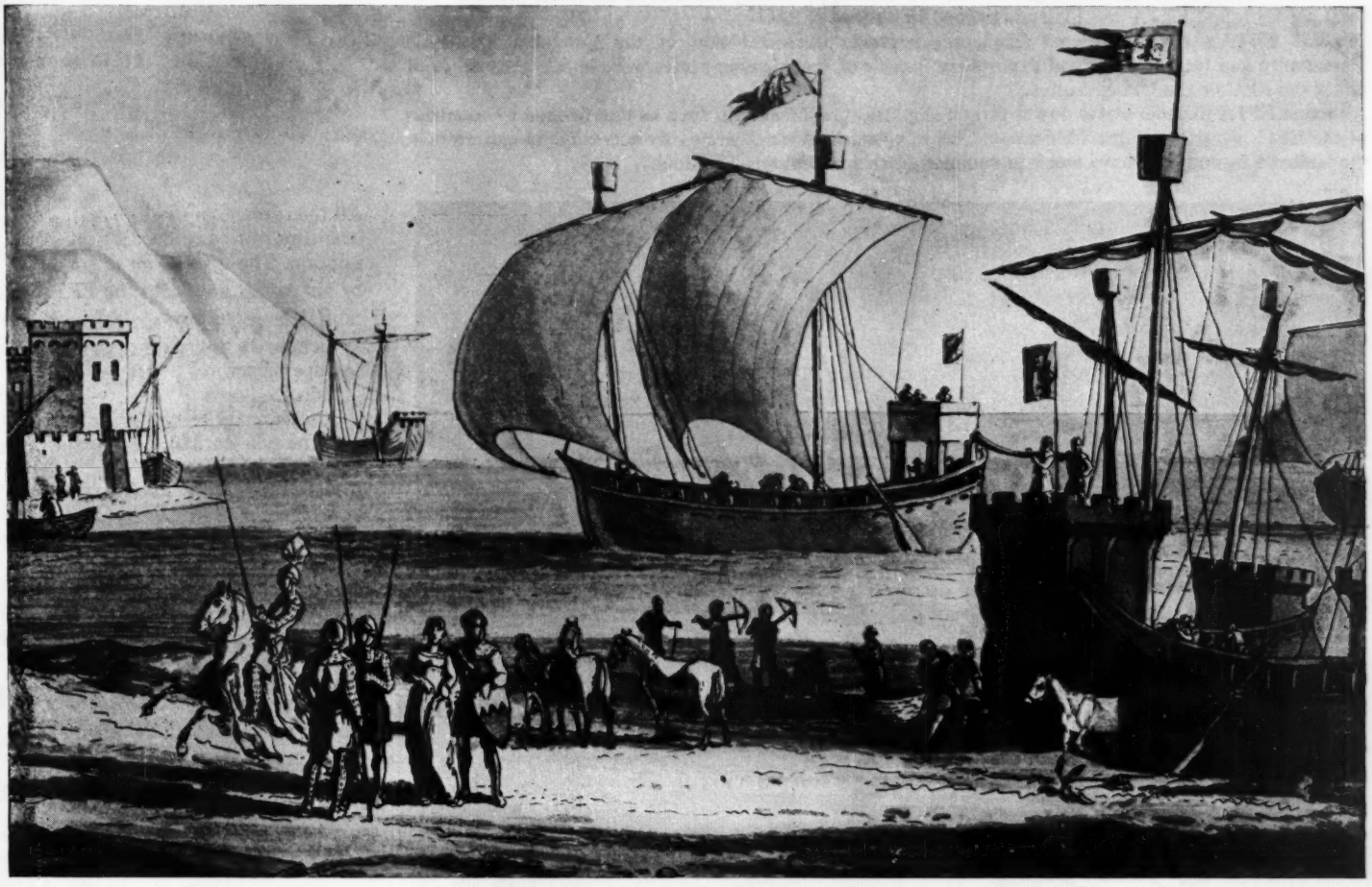

Shipping at the time of Henry III *Reproduced by courtesy of the National Maritime Museum, Greenwich*

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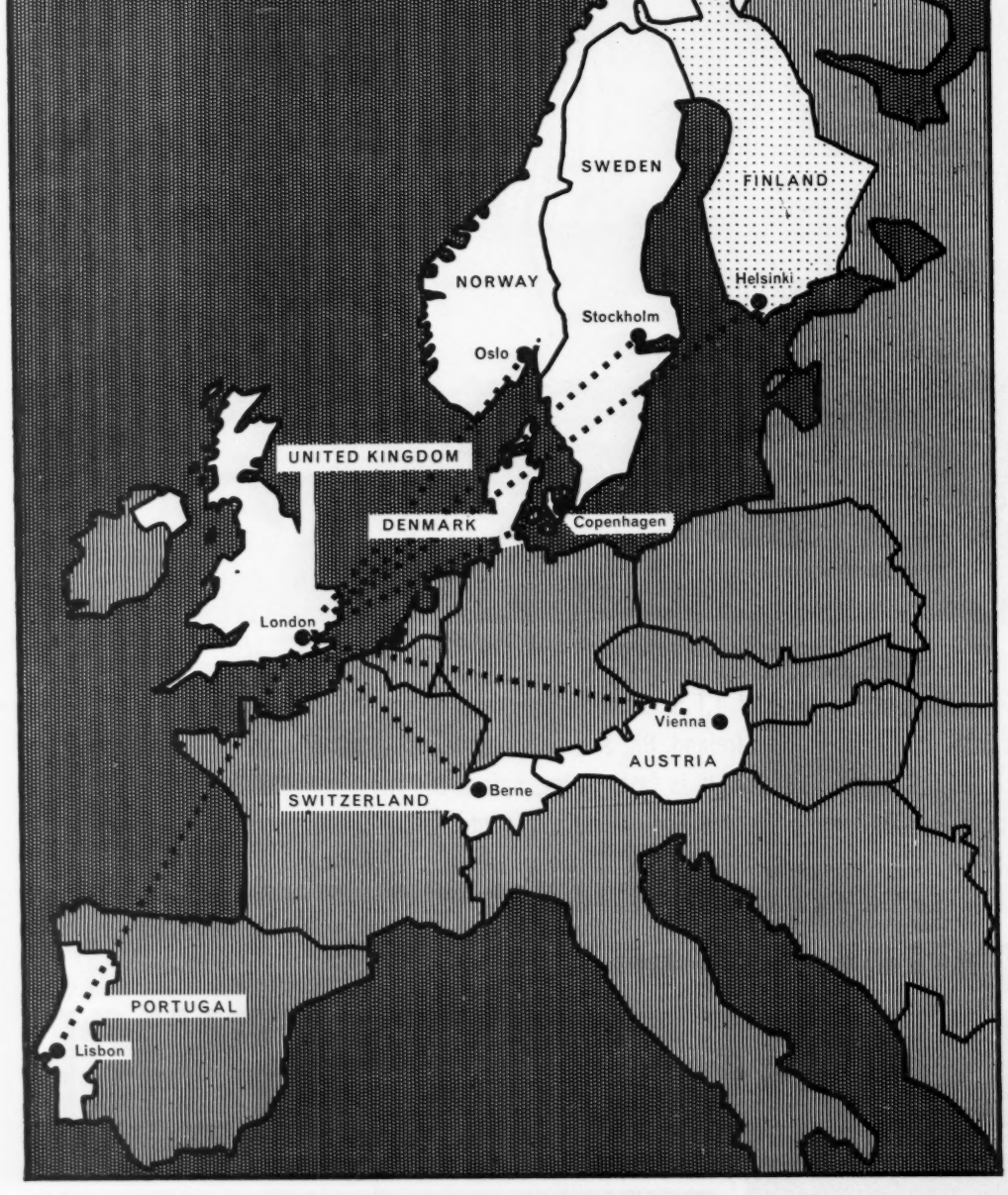
Trading with EFTA

BOARD OF TRADE JOURNAL SUPPLEMENT 20 MARCH 1964

The European Free Trade Association consists of seven countries which are full members: Austria, Denmark (including Greenland), Norway (including Spitzbergen), Portugal, Sweden, Switzerland (with Liechtenstein), and the United Kingdom, and one country, Finland, which is an associate member. The total population of EFTA and Finland is about 96 million.

In 1962 EFTA's Gross National Product per capita exceeded that of the European Economic Community and total imports and exports per capita of the member states were higher than those of either the EEC or the United States.

Although EFTA member states do not form a single geographical unit, such as that formed by countries of the EEC, nevertheless the EFTA countries offer markets which are easily accessible to exporters in the United Kingdom and have much in common in their commercial outlook.



All the capitals in the EFTA countries can be reached by jet from London. The time taken to travel by air from London to the EFTA capitals is as follows:

Vienna, 2½ hours
Copenhagen, 1½ hours
Oslo, 2½ hours
Stockholm, 2½ hours
Berne (via Zurich), 2½ hours
Lisbon, 2½ hours
Helsinki (via Stockholm), 4 hours

Embassies

British Embassies in EFTA Countries

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British Embassy, Reisnerstrasse 40, Vienna 3.
Telephone 73. 15. 75/6/7.

Denmark
British Embassy, Kastelsvej 40, Copenhagen ø.
Telephone Tria 6360.

Norway
British Embassy, Drammensveien 4, Oslo.
Telephone 41.02.40.

Portugal
British Embassy, Rua de S. Domingos a Lupa, 35.39, Lisbon 3.
Telephone 661191-661195.

Sweden
British Embassy, Strandvagen 82, Stockholm.
Telephone 67.01.40.

Switzerland
British Embassy, Willadingweg 83, Berne.
Telephone 445020/29.

Finland
British Embassy, Korkeavuorenkatu 34, Helsinki.
Telephone 12574 and 32826.

EFTA Countries' Embassies in London

Austrian Embassy
18 Belgrave Square, London, S.W.1.
Telephone Belgravia 3731.

Danish Embassy
29 Pont Street, London, S.W.1.
Telephone Belgravia 4696.

Norwegian Embassy
25 Belgrave Square, London, S.W.1.
Telephone Belgravia 7151.

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Telephone Belgravia 5331.

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Messages from the Rt Hon Edward Heath, MP, Secretary of State for Industry, Trade and Regional Development and Dr Hans Schaffner, Chairman of the EFTA Council and Federal Councillor of the Swiss Economics Department

This Supplement appears at a time when the EFTA countries, in association with Finland, are moving rapidly towards the achievement of their goal of free trade with each other in industrial goods. We can, I believe, look back with pride on the achievements of the past four years and look forward with confidence to further successes in the future.

An impressive growth of trade within the Association has been achieved without raising tariffs against non-Member states, and EFTA has shown itself to be a dynamic force for the expansion and liberalization of world trade.

EFTA will continue to work for the creation of a single market in Europe and for the world-wide reduction of barriers to trade. At the same time, we shall work together within EFTA to strengthen the Association yet further, and to extend co-operation between Members to new fields for mutual economic advantage.

To British exporters EFTA offers outstanding opportunities. This supplement refers to some of them; I commend it to all those British firms who wish to develop their existing trade with our EFTA partners or who have yet to enter these markets.

In its four years' existence EFTA has demonstrated its vitality in the Europe that is taking shape.

In a market of almost 100 million consumers the elimination of quantitative restrictions and Customs duties is proceeding rapidly. Trade between member States is growing fast, under the healthy stimulus of increased competition. There is going to be even greater scope for development: tariff barriers, already reduced by 60 per cent, will have ceased to exist by the end of 1966, when EFTA will have become a free trade area.

The wider opening of markets calls for the co-operation of all member States, so that each of them, whatever the structure of its economy or the pattern of its external trade, may have an opportunity in EFTA of reaping the benefit of its own endeavours.

The Economic Development Committee was set up with this in mind. The Committee's operations, closely linked with private enterprise, enable specific projects to be carried out for the benefit of those member States in need of them. To the same end, EFTA's strongest money markets have been made more and more readily accessible to members seeking capital.

The member States of EFTA, with a total external trade of 38,000 million dollars – more than the United States of America and almost as much as EEC – are well aware of their responsibilities to the world at large and have not forgotten that their ultimate objective is still one great European market, united but outward-looking.

Until such time as circumstances warrant fresh attempts to create a closer link with EEC, the seven EFTA countries, together with their associate Finland, will do all in their power to ensure the success of the 'Kennedy-Round' in GATT. They are also participating fully in the United Nations Conference on Trade and Development. For EFTA, the consolidation and development of its own free trade area and the hope of contributing to the establishment of a market on a European scale must be seen in the context of the expansion of world trade on the broadest possible basis.

In 1964 EFTA, encouraged by its achievements, intends to utilize those achievements to promote the liberalization of world trade.

Ce supplément paraît à une époque où les pays de l'Association européenne de libre-échange, en association avec la Finlande, avancent rapidement vers la réalisation de leur objectif, qui consiste à échanger librement entre eux les produits industriels. J'estime que nous pouvons considérer avec fierté les résultats obtenus au cours des quatre dernières années et envisager avec confiance de nouveaux succès dans l'avenir.

Un sensible accroissement des échanges a été réalisé au sein de l'Association sans aucune majoration des tarifs douaniers au détriment des pays tiers. Ainsi l'AELE s'est-elle révélée comme une force dynamique au service de l'expansion et de la libéralisation du commerce mondial.

L'AELE continuera de travailler à la création d'un marché unique en Europe et à la réduction mondiale des barrières qui s'opposent aux échanges. En même temps, nous travaillerons ensemble au sein de l'AELE, afin de renforcer encore l'Association et d'étendre la coopération entre les membres à de nouveaux domaines pour leur avantage économique mutuel.

L'AELE présente des occasions exceptionnelles aux exportateurs britanniques. Ce supplément en mentionne un certain nombre; je le recommande à toutes les sociétés britanniques désireuses d'étendre leurs relations commerciales existantes avec nos partenaires de l'AELE et à celles qui n'ont pas encore pénétré dans ces marchés.

Edward Heath

Depuis quatre ans qu'elle existe, l'AELE affirme sa vitalité dans l'Europe en formation.

A l'intérieur d'un marché qui groupe près de cent millions de consommateurs, l'élimination des restrictions quantitatives et des droits de douane se poursuit à une cadence accélérée. Les échanges entre Etats membres augmentent rapidement sous l'impulsion bénéfique d'une concurrence accrue. Les possibilités de développement vont encore grandir; réduites déjà de 60%, les barrières douanières auront cessé d'exister à la fin de 1966, date à laquelle l'AELE sera parvenue au libre-échange.

L'ouverture grandissante des marchés requiert la coopération de tous les Etats membres, pour que chacun d'eux, quelle que soit la structure de son économie ou de son commerce extérieur, trouve dans l'AELE le fruit des efforts qu'il s'impose.

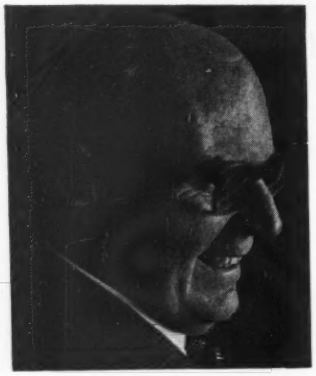
C'est dans cet esprit qu'a été créé le Comité de développement économique. Il s'emploie, en relation étroite avec l'économie privée, à permettre la réalisation de projets concrets au bénéfice des Etats membres qui en éprouvent le besoin. Dans le même but, les marchés financiers les mieux dotés se sont ouverts toujours plus à ceux des membres de l'Association qui recherchent des capitaux.

Les Etats membres de l'AELE dont le commerce extérieur totalise 38,000 millions de dollars – plus que celui des Etats-Unis d'Amérique et presque autant que celui de la CEE – sont conscients de leurs responsabilités à l'égard de la communauté mondiale et n'oublient pas que leur objectif ultime reste un vaste marché européen unifié, mais ouvert vers l'extérieur.

En attendant que soient réunies les conditions permettant de reprendre utilement les tentatives de rapprochement avec la CEE, les sept pays de l'AELE, avec leur associé la Finlande, s'emploient dans toute la mesure de leurs possibilités à assurer le succès du 'Kennedy-Round' au GATT. Ils participent aussi pleinement à la Conférence des Nations-Unies pour le commerce et le développement. Pour l'AELE, la consolidation et l'épanouissement de sa zone de libre-échange, tout comme son espoir de contribuer à la création d'un marché à l'échelle européenne, s'inscrivent dans le cadre de l'expansion du commerce mondial sur la base la plus large.

En 1964, l'AELE, forte de ses succès, entend les mettre au service de la libération des échanges dans le monde.

Hans Schaffner



A brief history of EFTA

by Frank Figgures, Secretary-General, EFTA

IT IS JUST four years since the Governments of Austria, Denmark, Norway, Portugal, Sweden, Switzerland and the United Kingdom signed the Stockholm Convention establishing the European Free Trade Association (EFTA). But EFTA is heir to the efforts to achieve a multilateral liberalization of trade within a widely defined 'Europe', which started soon after World War II in the OEEC. The idea of a 'Free Trade Area' in Europe was first submitted to a working party in that body in July, 1956, as a means of associating other countries with the proposed European Economic Community. It has remained a primary objective of EFTA, though circumstances have changed, to create a unified Western European market following liberal trade policies toward the rest of the world. The pursuit of this objective has exercised a profound influence on the development of EFTA as an institution.

The outline from which EFTA took actual shape was drafted at a meeting of officials of the Seven in June, 1959, following the failure of the negotiations in the Maudling Committee to establish a Europe-wide free trade area. The Seven sought to gain some of the advantages of economic integration that they could not then obtain through a wider agreement. They chose the technique of a free trade area because they believed, despite contrary opinions, that it was workable and advantageous to them as world trading nations with substantial interests outside Europe. EFTA was not thought of as a complete answer to their problems. Nevertheless, they hoped that a free market embracing some 90 million people accounting for about one-sixth of world trade would yield tangible benefits, and create a favourable basis for future negotiations.

The EFTA Convention was drafted and negotiated during the second half of 1959 in Stockholm, and it was formally signed in January, 1960. This task was accomplished swiftly partly because much of the ground had already been covered in the Maudling Committee negotiations, and partly because the Convention was deliberately kept as simple as possible to avoid hindering a rapprochement with the EEC. In broad terms, the Stockholm Convention set out timetables for the removal of tariff and quota obstacles to trade in industrial goods; measures to promote trade in agricultural goods and fish; rules of origin to prevent deflection of trade resulting from the absence of identical external tariffs toward the outside world; measures for ensuring fair competition and economic co-operation among Member States, including recourse to a complaints procedure and provision for exceptions and safety clauses. It has remained a belief in EFTA that it is not fruitful to attempt to prejudge precisely all the possible problems of creating a single international market, but better to deal with those which actually arise within the general framework of agreed principles.

During 1960 and early 1961, efforts were still being made to reopen negotiations for an enlarged trading area embracing EFTA and the EEC. These were not successful, particularly since the EEC was occupied in negotiating an acceleration of the provisions of the Treaty of Rome. Therefore EFTA also gradually consolidated its position. The EFTA Ministerial Council decided in February, 1961 to advance EFTA's next 10 per cent tariff reduction to July 1, 1961, and to establish a new institution, the Consultative Committee, designed to provide contact with opinion in the main sectors of economic life of the Member countries. A few months later EFTA's operations were further extended by the signing of the Association Agreement with Finland.

The announcement in July, 1961, of the British Government's decision to apply for negotiations for membership of the EEC dramatically changed EFTA's position. This decision marked the abandonment of the so-called 'bridge-building' approach to reaching an accommodation with the Six, but offered new hope for an ultimate solution of the general European problem. During the ensuing negotiations, the Member States considered it important to preserve EFTA as a going concern and as a means to continued co-operation and unity of interest among themselves. The United Kingdom made as a condition of its own entry to the EEC the satisfactory conclusion of arrangements for all the Members of EFTA, either as members or associates of an enlarged community. Indeed, by July, 1962, each EFTA country had also approached the EEC under either Article 237 or 238 of the Treaty of Rome. As the pattern of related negotiations proceeded, among which those between the UK and the EEC were of predominant importance, the members of EFTA consulted together regularly. Within this period, two further accelerations of tariff reductions were decided (in November, 1961 and June, 1962) with the result that EFTA internal tariffs were brought down to 50 per cent of their base level only four months after, and within a considerably shorter total period, than those of the EEC.

A turning point in the development of EFTA

The suspension of the UK negotiations with the EEC at the beginning of 1963 marked the most recent turning point in the development of EFTA. This abrupt check to the immediate prospects for a broad solution of European economic relations prompted a searching reappraisal of EFTA itself by its members and their response was both prompt and positive.

The Ministerial Council decided in February that EFTA should be strengthened, and that many of the steps towards creating a free market among the Seven, which had been postponed so as not to prejudice the negotiations with the EEC, should be taken up with urgency and vigour. A whole series of very significant decisions implementing this declaration of intent were taken at the following Ministerial meeting at Lisbon in May.

First, the various earlier decisions to accelerate individual steps towards abolishing tariffs and quantitative import restrictions were consolidated in a new timetable and the date for their final elimination was brought forward to December 31, 1966. The free trade area will thus become an accomplished fact three years earlier than originally planned. Second, new steps were taken 'to facilitate an expansion of trade' in agricultural goods by implementing the annual review of agricultural trade which had been postponed during the negotiations with the EEC, and by opening bilateral negotiations among members. Thirdly, the transitional period was shortened, or put under review for implementing other provisions of the Convention, such as the elimination of the protective or discriminatory effects of the practices of public undertakings. Fourthly, the scope for economic co-operation among the members of EFTA was enlarged by the formation of an Economic Development Committee. Other of the Lisbon decisions will require detailed and difficult technical discussions before they can be fully realized, but taken together they clearly demonstrate that the members have reaffirmed their judgment that the free trade area is a workable arrangement in which they have a continuing interest.

How to take advantage of EFTA tariff reductions

ARTICLES ELSEWHERE in this Supplement deal with the prospects for British exports to the other EFTA countries. A major incentive for the British exporter to increase his trade with other EFTA countries is undoubtedly the tariff advantage now being created by the removal of protective import duties on industrial goods of EFTA origin. Member countries' duties on EFTA industrial goods have already been considerably reduced and will in general be eliminated by December 31, 1966. The remaining quota restrictions on such goods will also be abolished by the same date. Finland will abolish most of her duties and quantitative restrictions a year later. (There is a slower timetable of reductions for a large number of goods imported into Portugal and for a few goods into Norway.) Thus, with the elimination of restrictions from 1967 EFTA markets will be, to all intents and purposes, an extension of the British manufacturers' home market.

This article, which gives a brief description of the formalities required in connection with exports to EFTA countries, will, it is hoped, encourage United Kingdom firms to exploit to the full the opportunities being created for increased trade within the EFTA area. Before exporting to the EFTA countries, firms are advised to study the more detailed information given in the Board of Trade *EFTA Compendium for the use of Exporters* (available from H.M. Stationery Office or through any bookseller, price 7s. net).

Products covered by the EFTA tariff reductions

The EFTA provisions for removing tariffs and quantitative restrictions apply to industrial goods of EFTA origin. The term 'industrial goods' covers all goods *except* certain agricultural and fish products (the excepted products are listed in Annexes D and E to the EFTA Convention).

Need for Origin Rules. Since EFTA is a free trade area there is no common external tariff, and each member country is free to maintain or alter its existing duties towards non-EFTA countries. This means that import duties in the EFTA countries may vary widely: for example, on a particular product, plywood, they range from 20 per cent in the country with the highest rate to 3 per cent in the country with the lowest rate. Unless the position were safeguarded there would be a danger that goods from outside EFTA would be imported into the EFTA country with the lowest rate of duty and then pass into free circulation within the EFTA area, thereby undermining the higher duties in force in other EFTA countries. Hence the need for Origin Rules which ensure that only goods which have undergone some processing within the EFTA area benefit from EFTA tariff treatment.

Under the EFTA Convention three conditions have to be fulfilled if goods are to be treated as 'EFTA Goods' and so qualify for the reduced rates of duty. These conditions, which together make up the EFTA origin system, deal respectively with *consignment, origin* and *documentation*. Briefly, the conditions are:

(a) Goods must be consigned from one EFTA country to another. They may pass in transit through a non-EFTA country. But EFTA goods exported from an EFTA country to a non-EFTA country, whether to be held there in stock or for sale, and then subsequently sent on to an EFTA country, are not eligible for EFTA rates of duty.

(b) Goods must have undergone enough processing within the EFTA area to satisfy *one* of the three origin criteria laid down in the Convention—see *'The Origin Criteria'* below.

(c) Goods must be accompanied by the appropriate documentary evidence of origin—see 'What Form to Use' below.

The Origin Criteria. The EFTA Convention lays down the following alternative methods by which goods can qualify as 'EFTA Goods':

(a) 'Wholly Produced' – goods must have been completely manufactured within the EFTA area from materials which themselves have been wholly produced within EFTA or are on the Basic Materials List (see below).

(b) 'Qualifying Process' – goods must have been produced within the EFTA area by the appropriate process listed in the Convention; the complete lists of these qualifying processes and introductory notes explaining their application are published in the Board of Trade Compendium.

(c) 'Percentage Criterion' – goods must have been produced within the EFTA area and the value of any non-area materials used at any stage of their production must not account for more than 50 per cent of the export price of the finished product.

Whichever criterion is adopted, the last process of production on the goods must take place within the area. For most goods, qualification under any of these methods carries equal right to full EFTA tariff treatment, and the producer may elect to use whichever alternative he finds most convenient. The exception is textiles. Most textile products have been excluded from the application of the 'Percentage Criterion' (paragraph (c)) and must satisfy either the 'Wholly Produced' (paragraph (a)) or the 'Qualifying Process' (paragraph (b)) criteria.

In deciding which qualifying method to use, the producer may find it useful to bear the following points in mind. Under the first method the words 'wholly produced' are to be interpreted literally. The use of one small ingredient of non-EFTA origin (apart from materials on the Basic Materials List) is enough to rule out this method. The 'percentage criterion' appears the most simple method to use, but producers may need to keep fairly detailed records of their transactions in order to prove that their goods qualify under this method and to watch price fluctuations to ensure that their goods continue to qualify. The advantage in using the 'qualifying process' is that once a producer established that he is performing an appropriate 'qualifying process', he knows that all goods manufactured in accordance with that process will qualify.

Basic Materials List

The Convention contains a 'Basic Materials List' which includes the majority of the essential raw materials of industry – such as hides and skins, timber, iron ore, unwrought copper, lead, zinc, etc. Provided these materials were imported in the state in which they are described in the list they may always be regarded as wholly of EFTA origin, wherever they may have come from, when used in the manufacture of goods within the area. In assessing the entitlement of goods to EFTA treatment producers should remember that 'Basic List Materials' when incorporated in finished products may always be regarded as wholly produced within EFTA.

Definition of 'produced' and 'producer'

For the purposes of the EFTA origin rules goods are considered to have been 'produced' within EFTA if they have undergone in the area any process of manufacture which consists of more than merely packing, splitting up into lots, sorting and grading, marking or putting up into sets. A 'producer' is a person who has performed some process of manufacture on the goods. But it is the *last* producer, i.e. the person who performs the final process of manufacture prior to export (other than a process consisting solely of packing, sorting, grading, etc.), who is required to declare that the goods are of EFTA origin.

EFTA Declarations and Certificates of Origin

Before they will admit goods at the reduced EFTA rates of duty, the Customs authorities in the importing country will ask for

an EFTA Declaration or Certificate of Origin. *Declarations* have to be completed by the producer and exporter of the goods; they do not have to be countersigned or authenticated by any outside body. *Certificates* are issued by those Chambers of Commerce who have been authorized to issue EFTA certificates.

The exporter is responsible for supplying evidence of origin for presentation to the Customs authority in the importing country and he may choose whether to use a Declaration or Certificate. But it is the producer of the goods (who may or may not be the exporter) who is required to declare that they satisfy the criteria of EFTA Origin.

In their own interests traders, whether producers or exporters, should always ensure before they sign any statements about the EFTA origin of goods, that the statements are accurate and that they hold from their suppliers any evidence that may be necessary to support their own claim, for which they will be held responsible. The Convention provides for the verification of claims to EFTA rates of duty at the request of the Customs authorities of the importing EFTA country for penalties for untrue declarations. Traders who deal in EFTA goods should be ready to answer inquiries from H.M. Customs, who carry out these inquiries in the United Kingdom about the goods they deal in, and should therefore keep records to enable their claims to be readily verified.

What form to use

These Declarations and Certificates have to be provided on various standard forms which have been agreed between EFTA Members. The type of Declaration form to be used depends upon whether or not the exporter is also the producer. The texts of the forms are set out in the Compendium referred to in paragraph 2 above. Where the exporter is also the producer of the goods he will generally find it convenient to use a Declaration of Origin (Form 1, 1a or 1b) rather than a Certificate. Where he is not the producer he can choose between a Declaration on Form 2, or a Certificate. He will find Certificates useful if for some reason he does not wish to disclose details of the producer to his customer, or if he is exporting goods from a number of different producers.

When the exporter is also the producer of the goods he may either make a Declaration of Origin on an EFTA Form 1 or, instead of completing a separate form, he may make a Declaration – using a prescribed text – on his normal commercial invoice. There are two variants of these 'Invoice Declarations' known, for ease of reference, as Form 1a and Form 1b respectively. The use of a Form 1a or 1b declaration saves extra form-filling.

When the exporter is not the producer of the goods he may use an EFTA Form 2. If this form is used the producer is required to complete Part I of it and the exporter then completes Part II.

Form 3 is a Certificate of Origin and may only be obtained by the exporter from one of the Chambers of Commerce who have been authorized to issue EFTA Certificates. Before they can issue a Certificate the authorized Chamber of Commerce is required, under the rules of the EFTA Convention, to obtain a declaration of EFTA origin from the last producer and to satisfy themselves that the goods qualify under the EFTA Origin Rules.

As a concession, for consigments whose total value does not exceed £25 (or its equivalent in the currencies of other EFTA countries) the EFTA countries have agreed to accept the following signed Declaration, made by the exporter on his commercial invoice for the goods:

'All the above articles are of EFTA origin.'

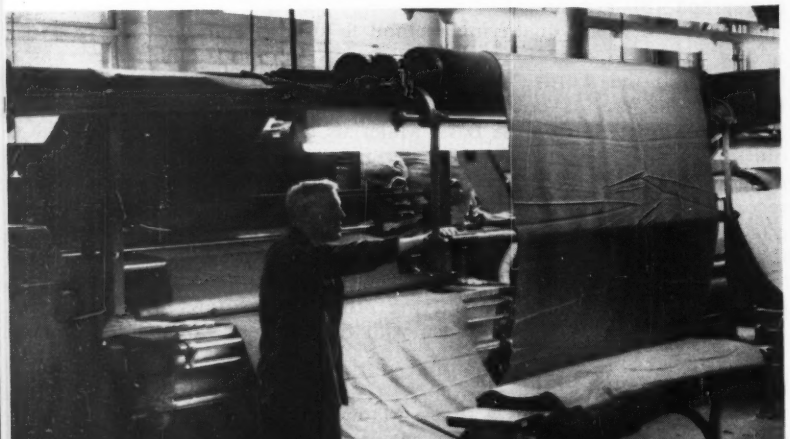
This concession is particularly useful to an exporter wishing to supply a replacement part in a hurry or to a retail business despatching parcels of small value to customers abroad. The exporter should not use this concession, however, unless he holds supporting evidence of EFTA origin furnished by the producer of the goods.

Where to get the EFTA forms. Copies of Forms 1 and 2 may be purchased from H.M. Stationery Office. They are also available from certain commercial printers and stationers, some of whom are also printing invoice forms incorporating the EFTA Form 1a Declaration. EFTA Form 3 is only available from those Chambers of Commerce authorized to issue these forms.

Where to send the completed form. When the EFTA Form is completed it is normally sent to the consignee in the importing country so that it is available when the goods are cleared through the Customs. In the case of goods sent by post however, the EFTA Form (or the invoice if Form 1a or 1b is used) should be attached to the Customs declaration and despatch note and handed into the Post Office with the parcel.

Where to get further assistance. The foregoing is intended to outline the procedure to be followed for exports to EFTA countries. Fuller guidance is contained in the Board of Trade *Compendium for the use of Exporters,* which is kept up-to-date by means of an amendment service.

Firms who need advice on whether their goods satisfy the EFTA Origin Rules should contact either a Board of Trade Regional Office or the Export Services Branch of the Board of Trade at Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757). All inquiries about foreign tariffs should be addressed to the Export Services Branch. General inquiries on the Convention (including exporters' general inquiries about the origin rules or certification procedure) should be addressed to the Commercial Relations and Exports Department (Division 3), Board of Trade, 1 Victoria Street, London, S.W.1. (Tel. Abbey 7877, Ext. 2301/2.)



Top quality British woollen fabrics in a Huddersfield mill before consignment to Scandinavia. In 1963 British wool textile exports to EFTA markets rose to nearly £20 million

British tableware on display during the 'Under Four Crowns' promotion at the Lucerne branch of the Rheinbrucke chain store in 1962

Austria — Good prospects for continued growth in British exports

by A. C. Maby, CBE,
HM Counsellor (Commercial), Vienna

THIS ARTICLE is written at a moment when Anglo-Austrian trade has taken a happy turn. Not only has Britain proved to be Austria's most rapidly expanding market in 1963 after Portugal, but the value of our own exports to Austria rose from £24 million in 1962 to £28 million in 1963. The pattern of trade illustrates once more the truth of the theory that the economies of two industrialized countries are often, in an era of specialization, complementary: in 1963 we took £2·5 million worth of manufactured Austrian textiles and sent £2·4 million worth of our own; we bought £1·8 million worth of machinery, other than electric, selling £6·9 million worth; of electrical machinery and apparatus we bought £0·7 million worth, the value of our sales being £1·7 million. Many other items such as plastic materials, non-metallic manufactures, iron and steel, non-ferrous metals and scientific and other instruments, figure prominently on both sides of the account, though the traffic in transport equipment, tourists and dairy produce was largely one way, and the reader is left to guess the direction of the flow in each case.

Satisfactory though these movements may be, the export sales manager who reads this article will be more interested in the potential size of the market. The first thing to be said about Austria is that the market is not saturated and the economy is prosperous. The Austrian National Bank's holdings of gold and foreign exchange stand at around £400 million, so that the country is cushioned against any possible changes and uncertainties in its relationships with EFTA and the EEC. The deficit on visible trade has hitherto been made good by receipts from tourism and other invisibles, and indeed tourism is a boon enjoyed by all parts of the country, including those where purchasing power might otherwise be very limited. Though productivity has not latterly kept pace with wage increases, the consumer goods industries, thriving on an increase in personal spending power, are steadily expanding, but for over a year the so-called 'split boom' has meant that the extractive and heavy investment goods industries have stagnated. Yet taking industry as a whole the growth in output appears to be settling down at the not unpromising rate of 4 per cent.

Fiscal and social policy ensures a fairly wide spread of available resources and wealth, but it is probably the urban and industrial employees, the artisans and the middle-income groups engaged in commerce, whose standard of living is improving most and who are progressing towards the acquisition one by one of the impedimenta of modern living. Modernization, particularly of dwellings and their fittings and contents, is still far from complete. There is therefore still some leeway, and it is worth while exploring the market for all kinds of consumer goods, particularly household and garden equipment, sports gear, anything suitable to the recreational needs of residents and tourists alike, processed and preserved foodstuffs, toys, gadgets, clothing and accessories. For example, consumption of tinned foodstuffs per head is still far below that in the United States or many Western European countries (though, one is pleased to note, Austria is among the leaders in beer-drinking). There are very many lines in the consumer goods field where the choice hitherto has been limited by protection and other factors, and many new devices and novelties are still not on sale. For example, sales of oil-burning domestic heating stoves in 1963 are reported to amount to only some 15,000 units, the main reason here being the oil tax: changes in revenue or customs duties, or the removal of import restrictions, often release pent-up demand. The first in the field plucks the ripe fruit: for example, plastic anti-misting shields for the rear windows of cars only appeared this year, and the firm that introduced them must be doing excellent business. Another small illustration of the discrepancy between some trends in Austria and elsewhere is shown by the considerable rise of both the manufacture and importation of bicycles in 1963.

In the capital goods sector the British exporter will find he is catering for a sophisticated market and a country with a long industrial tradition of its own. Formerly the heart of an empire and then, between the wars, the source of industrial supplies for a large part of Eastern Europe, the country still has industries, both heavy and light, of high capacity and range. This means that Austria can provide a market for almost any type of industrial plant, equipment, parts and materials. It is especially useful for United Kingdom manufacturers to remember that because of the comprehensive range of Austrian industry there is often a good market for parts, components and semi-processed materials re-

This elegant evening dress suitably posed for Hintermayer Haute-Couture by a Johann Strauss statue in Vienna, is made from 100 per cent Terylene

quired by Austrian factories for incorporation into their own manufacturing programme: manufacture of Austrian specialities under licence in the United Kingdom or of British specialities by Austrian firms with surplus capacity is another fruitful field for investigation in present conditions.

How great our opportunities are can be seen from the Trade and Navigation Accounts which show that, for example, the volume of United Kingdom exports in 1963 to Austria amounted to £28 million, whilst another EFTA partner with about the same population, Sweden, took £169 million. Or again, the official Austrian figures for imports from EEC and EFTA countries in the first nine months of 1963 show that the former had 59 per cent of the total and EFTA only 14 per cent. During this period, in which the total value of Austria's import trade amounted to some £446 million, the United Kingdom, despite a substantial improvement over 1962, contributed less than £25 million. West Germany, Austria's largest trading partner, supplied goods to a value of £181 million during the same period, so that it can be seen that an opportunity exists for British firms prepared to try their hand in a market new to them. It should be possible for us to capture more than a mere 5 or 6 per cent of the Austrian market for imported merchandise.

Our share is, however, rising, as has been said. With lower EFTA tariffs beginning to take effect and the prospect that all Austrian import quotas, with the exception of a few hard-core items, will be removed by the end of 1964, it is a challenging situation. It is indeed not only price, but many other circumstances, such as language and proximity, that have heretofore told in favour of our German competitors. Austrian buyers, particularly of machinery and apparatus, would only look to us where there is a clear advantage in terms of prices, delivery, quality and service. As for the Austrian manufacturer himself, he has up till now been protected by customs duties and quotas, and a recent study of the Austrian Institute of Economic Research showed that at the end of 1963 54 per cent of Austrian manufactures were shielded by duties of 20 per cent and above, and 14 per cent by duties of 30 per cent and above. So too by means of quota restrictions consumer goods enjoyed 48 per cent protection up to the end of 1963 compared with 16 per cent for capital goods. The openings that may be offered by the elimination of duties in trade between EFTA countries, and by the dismantling of import restrictions, are therefore considerable, but each individual item naturally calls for study on its own. Where there is a particularly sensitive local industry, upon which the prosperity and employment of a given district depends, it can be expected that its product will be treated as a 'hard-core' exception when it comes to the stage of final liberalization. There have been reports that the liberalization list of July, 1964, may include a number of items of special concern to United Kingdom exporters, such as linen goods and yarns, chemicals, pharmaceuticals and toilet preparations, motor cycles, toys, headgear, brake and clutch linings, glazed tiles, pencils, locks and keys.

With these improving prospects a number of British firms have in the last twelve months found it worthwhile to establish their own branches or subsidiaries in Vienna. Those who choose to do so may find that Vienna serves as a base for operations eastwards as well. Those who choose to work through agents or distributors can find them, although many of the larger established importers are committed to principals in other countries. Firms may find it profitable to launch their products at one or other of the Austrian trade fairs, a list of which is given elsewhere in this journal: the Vienna Autumn Fair is the principal occasion for foreign exhibits, but newcomers find it difficult to secure space here, and the fairs at Graz, Wels (agricultural goods) and Dornbirn (textiles) are gaining in international stature.

The Austrian market has certain features that deserve a word of mention. On the one hand, the purveyor of machinery, equipment, supplies and materials for industry or transport undertakings, usually finds that potential buyers are few, often because of the relatively high degree of public ownership or control. Nearly the whole of petroleum, iron, steel, coal, copper, lead, zinc, shipbuilding, shipping, aircraft and railway rolling stock production and a substantial portion of the electrical, aluminium and chemical industries are nationalized and fairly closely integrated. Among purchasers of imported capital goods and industrial materials, the firms engaged in pharmaceuticals, textiles, timber, printing, radio, food-processing, brewing and paper are among the more important sectors in the hands of a relatively large number of private firms. The building and contracting industry, and agriculture (which includes such branches as sugar, dairy produce, wine, oil seeds and animal feeding stuffs), both large scale customers of imported equipment from Britain and elsewhere, are also privately owned and in the hands of a large number of independent concerns and individuals. Incidentally, since neither government departments nor the state industries normally indulge in the issue of public calls for tender, it is necessary for would-be foreign suppliers to establish direct relations or work through well-introduced representatives or agents.

In contrast with the market for capital goods, the outlets for imported consumer goods are perhaps more numerous and diverse than is usual elsewhere. There are some important chain grocery stores but only one or two comprehensive department stores. A multitude of tailors, outfitters, jewellers, watchmakers, ironmongers, electrical engineers and craftsmen of all types exist to keep an agent on his feet, if not on his toes. On the other hand some centralized selling to co-operatives should be possible, whilst the system of personal mail orders is hardly developed.

In assessing the competitive strength of a product in the Austrian market, British manufacturers should not overlook the question of equalization tax, which is levied in addition to customs duties on goods entering the country. Turnover tax is also chargeable in certain circumstances when equipment is completed or assembled in Austria under the arrangement known as 'service delivery'. Finally, British firms should not be deterred by the distance to Austria. Half a dozen or more experienced forwarding agents with offices in both countries are able to give expert advice, and it has been found that with the fast train ferry, container, and roll-on-roll-off services now being developed, goods from Britain often arrive in Austria as safely and as fast as from some points on the Continent. In any case there are relatively few shipments where the extra two or three days taken to send the goods across the Channel are of overwhelming importance, and in such cases air freight services are available. The extra cost of transport from Britain has in the past often decided a deal in favour of a continental competitor, but in the case of dutiable goods, EFTA preference is already tending to compensate for this.

Austria and the British market

by Dr. K. E. Eibenschuetz, Austrian Foreign Trade Representative in Britain

Before and after 1918

IF WE LOOK at Austria in pre-1914 days, we find a harmonized community of different nationalities balanced in the economic field by a natural division of agricultural land and industrialized parts of the country. Consequently the needs of the Austro-Hungarian monarchy were more or less covered by the great variety of their own products.

The new state of Austria, created in 1918, stood alone to face completely new economic problems, but fortunately it was in this part of the old monarchy where the greatest part of industry was to be found. There was the old-established textile industry, the leather industry, steel, iron and chemical works, the rubber industry and paper mills, to mention but a few. Besides these, there was a great deal of craftsmanship and the production of a highly developed taste in luxury goods of many kinds.

The old style and culture of the former monarchy was maintained at a high level in every way, especially in the world of arts and sciences. All this and a beautiful landscape very soon made this new state of Austria an important tourist centre which people came to visit from all parts of the world.

Foreign trade relationships of the first Austrian Republic were, in its early days, mainly confined to connections with the old successor states of the former monarchy. These successor states, through their own newly developed industries became sooner or later, more or less, independent and so the Austrian export industries had to turn towards new world markets and especially to the Western countries.

In 1938 Austria was incorporated into the German economy and so ceased to have a life of its own until 1945 when, after the German collapse, the Austrian economy was more or less bankrupt and had to face the facts of future life with its completely new problems. While the generous help and aid from the United States of America made it possible to survive and start rebuilding, the occupation of the country by the Four Powers complicated this task considerably, particularly so far as the Russian zone was concerned, where the influence of the Austrian authorities was practically not accepted.

Development until 1958

After the signing of the States Treaty, Austria once again took charge of her own affairs. In 1947, export possibilities from Austria to Great Britain were handicapped not only by limited capacity and the habit of traditional trade with neighbouring countries but also by the British post-war import regulations, under which the volume of Austrian exports to the United Kingdom was restricted to an amount of £900,000 in value. But these regulations were relaxed progressively until there were no British import restrictions, and full liberalization made it possible to export all Austrian products in any amount to Britain.

The original idea of the great Free Trade Area, which was taken up seriously as a task by the British Government, appealed to Austria, especially, because an Austrian, Count Coudenhove-Kalergi, had expounded the philosophy of a United Europe as a political and economic unit after the first World War. For years, he and his pupils fought for this ideal, and, partly in memory of their endeavour, the idea of a great Free Trade Area had Austria's thorough backing. Unfortunately, instead of the one Free Trade Area, the present two groups, the EEC and EFTA were formed.

While Austrian efforts on the British market up to 1958 had been limited as British efforts on the Austrian market, there came a turning point which was the start of a general drive to do everything possible to intensify British-Austrian trade from both sides. This turning point was reached in the year 1958 when the two groups, the EEC and EFTA, became a fact and faced each other with the danger of later discriminations.

Extensive use of Prosilit glass, manufactured at the Moosbrunner Glass Factory in Austria, has been made at the British United Airways terminal in Victoria Station, London

1958-1963

From that time onwards we find a completely new approach by Austrian exporting industries in the serious realization of the great importance of the United Kingdom market and also of its part as a transmitting pivot to the rest of the world.

The effect of this new attitude can be seen in the statistical section of this supplement. But just as a brief outline we mention the following comparisons in the volume of Austrian exports to the United Kingdom.

		£ million
In 1938	approximately	1.7
1947	„	0.9
1958	„	8.2
1963	(First 9 months) approximately	14.2

Meantime, the stage has been reached when, in January 1964, EFTA duties were reduced by 60 per cent of the original rates. This is beginning to be a remarkable help.

Based on these figures of recent success, as well as on the excellent connections of the Austrian industry with the British market and contacts with buyers of consumer goods in this country, the possibility of further intensifying exports to the United Kingdom market looks promising, as it has already been proved that quality and prices are fully competitive.

The Austrian producer is also aware of the importance of showing his products at those special exhibitions held in Great Britain open to foreign countries, in which he has been participating in the last two years. We may mention such events as the Ideal Home Exhibition, the International Engineering Exhibition, International Gifts Fair, and the Winter Sports Exhibition. Where Austrian products have been on show at such exhibitions, the outcome has proved most helpful by way of orders being received and by appointments of excellent representatives for the sale of Austrian goods in Great Britain.

Mention must also be made of an Austrian Promotion Week held in October last year which had, as its main theme, the Winter Olympic Games which took place in Austria in January and February 1964. This Promotion Week took place in a number of the most important West End departmental stores and also in Belfast. Winter fashions of every kind for the actual sport as well as *apres-ski* wear were shown and sold most successfully, including all accessories from knitwear to skis and ski-boots. As Austrian fashion also leads in other sorts of sports – riding, shooting, fishing – and has a textile industry which specializes in all winter garments, the success of this Promotion Week and all the publicity concerned with it, was so promising that buyers of the departmental stores are to visit Austria in March and April this year to place their new orders; in consequence, it is expected that another Promotion Week on a far more extensive scale, displaying winter sports goods and winter garments, will be held next autumn not only in London but also in other major cities, such as Belfast, Manchester and Edinburgh.

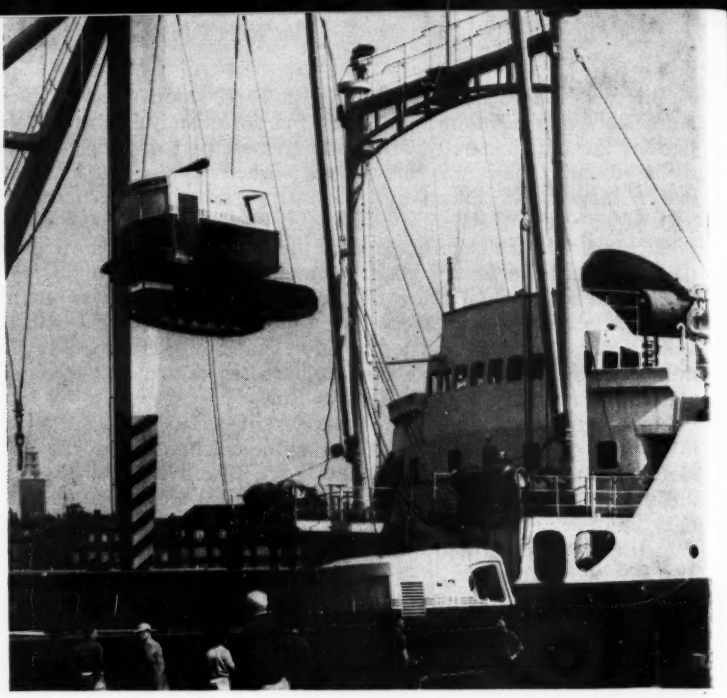
Two important poles exist in economic Austria today: an industry of the most modern approach and technically highly developed, and a wide range of manufactures of special taste whose roots lie in the memory of an old culture and style.

For any practical questions contact:

The Office of The Austrian Foreign Trade Representative, 1 Hyde Park Gate, London, S.W.7 (Tel. Knightbridge 6218-9).

Give the Danish market the attention it deserves

by C. B. B. Heathcote-Smith, CBE, until recently HM Counsellor (Commercial) and Consul-General, Copenhagen



Ruston-Bucyrus 22 excavators being unloaded in Copenhagen harbour
Pyrene Mark 6a Airfield Crash tender as supplied to airfields in Denmark

DENMARK, with a population of some 4½ million – of which nearly one-third live in Copenhagen – is one of Britain's oldest commercial partners, and at the present time there is a very sizeable volume of trade between the two countries. Indeed, Britain is easily Denmark's best customer, taking over a quarter of Danish exports. On the other hand, although Denmark is a good customer of Britain (last year the Danes bought about £23 worth per head of British goods) and there is much goodwill in Denmark towards things British, Britain's share of the Danish import market is only about 15 per cent. There are, therefore, excellent opportunities for British exporters willing to tackle the Danish market energetically.

An increasingly significant factor for British suppliers to the market is the reductions which Denmark is making in her tariffs in accordance with her EFTA obligations. British manufacturers, therefore, now pay only 40 per cent of the rate to which, for example, goods from our principal competitor and Denmark's leading supplier, West Germany, are subject. (The advantages which EFTA brings to British suppliers should not, however, be overestimated in quoting prices, since Denmark has traditionally been a low tariff country, and many of the industrial commodities which we supply are in fact admitted duty free.) For too long Denmark, in the eyes of many British manufacturers, occupied a position which did not qualify for the close attention which was paid to certain other markets. Far too little was made of the Danish preference – other things being equal – to buy British. A consolidation of the position held by Britain in Denmark's pattern of trade in the years preceding the West German economic boom was not forthcoming, and it has been argued that a large share of the potential market which British exporters were in a position to secure slipped from our grasp in the early 1950s. It is therefore encouraging now to see the determined efforts being made by British industry to regain this lost ground, and there is no reason why Britain should not in time supplant Western Germany for the position of Denmark's main supplier.

Denmark is a highly sophisticated market – a country justifiably proud of high standards of living, craftsmanship and engineering versatility. It is a market which warrants and, indeed, expects special attention, which it has long been getting from some of our continental competitors. Many of its requirements are highly individual in the sense they cannot always be regarded as typically Scandinavian. Tastes in design and styling differ widely from those which are popular in Britain. This applies particularly (although by no means exclusively) to consumer goods. In the field of clothing, in addition to styling differences in both ladies' and gentlemen's clothing, it is useful to know such basic facts as, for example, that Danish girls are, on average, taller than English girls and that sizes for the British and Danish market are not necessarily comparable. There are too, fundamental differences in British and Danish tastes in furniture and furnishings, and it cannot be assumed that patterns for fabrics gracing British windows, or on carpets covering British floors, would find favour with the Danish housewife.

No exporter can hope fully to appreciate exactly what the Danish market requires in his particular line of business without visiting the country to see for himself. Communications between Britain and Denmark (the Comet takes only about an hour and a half) and within Denmark itself are excellent, and the British executive can embark on his 'selling mission' from his Midlands factory in the morning and be able to spend part of the afternoon discussing his products with a potential Danish importer in Copenhagen. He is, therefore, every bit as well placed as his West German rival to sell his products personally. The Danes, however, although very well disposed towards Britain, are hard-headed and realistic businessmen, and need to be convinced that the goods offered are competitive in price, that delivery schedules will be kept, and that after-sales service will be available.

Denmark is no exception to the rule that a good agent is hard to find and that, once found, is hard to keep, unless he is given his principal's full support. And it takes more than a good product to attract the right agent in Denmark. He will want to be assured that there will be adequate publicity for the product, that terms of payment and credit facilities compare favourably with those offered

by other suppliers to the market, and that the agency will be a profitable one. He will expect to be visited by his principal – and at the right level. Although the Danes are not people to stand on ceremony or to attach false importance to formalities, they are understandably slighted if they feel that they are thought to be worth no more than a visit from a junior member of the British company. A Danish agent wants to be able to discuss price and marketing conditions with someone who does not have to refer every problem back to Britain for solution. Many British firms have found that it is valuable not only to visit Denmark, but also to bring their Danish agents to Britain to see conditions of manufacture and to learn something of the firm's organization.

A wide variety of advertising media is available in Denmark. There are about 180 daily newspapers, and nearly 500 professional and trade journals covering outlets for all types of capital and consumer goods. There is a large selection of periodicals and magazines and an extensive scope exists for cinema (but not TV), transport, and outdoor advertising. Trade Fairs, often on an international scale, are held regularly in Denmark and cover a wide range of goods. The use of the Danish language is important for trade literature, although English can usefully be retained for advertising and retail presentation of certain types of foodstuffs and various other consumer goods. It is interesting to note that many Danish manufacturers themselves use English names for such items as tobacco products and clothing. It goes without saying, or it should at this stage of the development of British trade with Denmark, that specifications and quotations for Danish importers should be given according to the metric system and that prices should be given in the local currency – kroner.

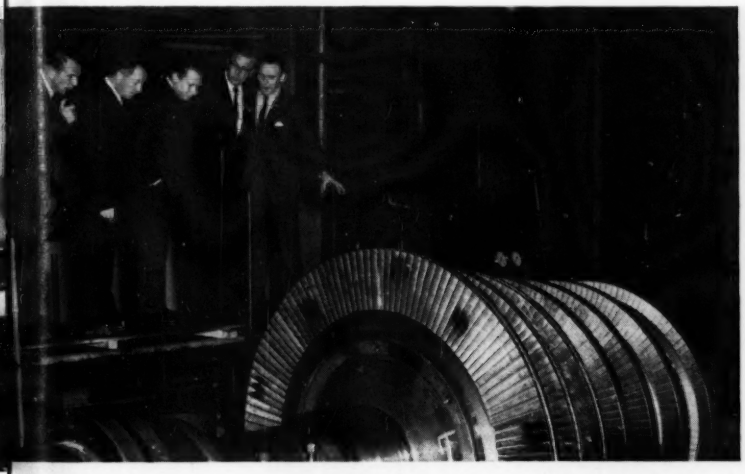
An examination of a list of British exports to Denmark will show the great range of opportunities that exist in the Danish market. As the Danish economy becomes more diverse, so demand for capital goods increases. Between 1959 and 1962, total Danish imports of machine tools increased by about 70 per cent, textile machinery by about 50 per cent, and office machinery by almost 100 per cent. Although the last mentioned is a noteworthy exception, where we have slightly increased our share of a growing market, it is sad to have to record that we have often failed to hold our position relative to that of our foreign rivals in the Danish import market for capital goods.

As Denmark is a land without the natural resources normally associated with industrial countries, the growth of the Danish economy has also opened up markets for materials. Exports of plastics materials from Britain have almost doubled since 1959, and Danish clothing manufacturers are showing an increasing interest in British textiles.

But it is not only in these fields that Denmark offers export opportunities. With growing prosperity and with the shift from a rural to an urban community, there is an expanding market for consumer goods of all kinds. It is, however, well to keep in mind the fact which has been mentioned earlier in this article – that the Danish market is highly competitive and that there is no place for the product which does not match the exacting demands of highly developed Danish tastes. As Denmark dismantles her quantitative import restrictions under the EFTA programme for the elimination of obstacles to trade, markets are being opened to British exporters where previously the existence of quotas has made trade unattractive. Items in the consumer goods field which have recently been liberalized range from silver-plated tableware to certain kinds of footwear, and from speedboats to tennis balls.

There are innumerable British products which sell steadily and well, but their success sometimes cannot be high-lighted by reference to their trade statistics. There is, moreover, always scope in Denmark for original, competitively priced products, which are backed by imaginative salesmanship. In Copenhagen the British Import Union at Børsen and the Commercial Department of the British Embassy can provide useful guidance and active assistance for firms tackling the Danish market.

Strong as are the traditional links between Britain and Denmark, and we must not be tempted to take them for granted, an important manifestation of growing British awareness of the new trading opportunities which exist as a result of the relationship of the two countries within EFTA is the 'British Week in Denmark' to be held from September 25 – October 4, 1964. The main feature of this Week will be an intensive promotion of British consumer goods in shops, stores and showrooms. The principal shopping street in Copenhagen and in the three largest provincial cities, Aarhus, Odense, and Aalborg, will be gaily decorated and filled with British goods. A large number of supporting events, including a full scale military tattoo, a Design Exhibition, and cultural, sporting, and other fixtures, will help to create a 'British' atmosphere. Backed in Britain by the Board of Trade, the Foreign Office and the Export Council for Europe, and organized by the British Embassy and the British Import Union in Copenhagen, the British Week should help to provide a valuable stimulus to the sustained growth of British exports to Denmark. A special office has been set up in Copenhagen to direct and co-ordinate the Week, and to persuade Danish wholesalers, retailers, and the public generally to buy British. The Export Council for Europe is conducting a parallel campaign in Britain to help British exporters to take advantage of the opportunities offered by the Week. Information about the British Week can be obtained from the Executive Secretary, British Week Office, British Embassy, Kastelsvej 40, Copenhagen, or from the Export Council for Europe, 21 Tothill Street, London, S.W.1.



Danish power experts on a visit to the Rugby works of The English Electric Company Ltd., inspecting an intermediate steam turbine shaft for the CEGB Drakelow power station

Demonstrating new Avon safety tyres, claimed to have 38 per cent better grip on wet roads, at Roskilor ring in Denmark

Growth of Danish industrial and agricultural exports to Britain

by Kaj Repsdorph, Commercial Counsellor, Royal Danish Embassy, London

An attractive display of Danish foods during a special promotion at the Cambridge Co-operative Society store recently

FOUR YEARS have now passed since the long and detailed negotiations in Stockholm resulting in the agreement which created the European Free Trade Association. The statistics of our mutual trade compiled since seem to bear out the soundness of the decision to abolish as many barriers to international trade as possible.

In the case of trade between Denmark and the United Kingdom, and particularly Danish exports to the United Kingdom, there are several important factors which must be borne in mind. The composition of the Danish goods shipped across the North Sea is unique in intra-European trade. Eight-five per cent is agricultural produce, and one single commodity, bacon, accounts for close to half of total exports, but even in this most difficult field of foodstuffs trade has increased significantly since 1959. The exceptional volume of exports in this field has been based upon an unvarying reputation for products of the highest quality. In recent years the development towards self-service in the food trades has furthermore resulted in uniform and attractive packaging for many of these goods such as *Lurpak* butter, *Danepak* bacon, *Dana* canned meat, Danish Blue Cheese and *Danelard*, all names that signify top quality. The *Lurmark* – four intertwined trumpets from the Danish Bronze Age – can be found on butter, cheese, bacon and canned milk, indicating a continuous surveillance by the Danish State Quality Control. At the Danish Centre, 2 Conduit Street, London, W.1, representatives of the Danish agricultural organizations not only conduct advertising and promotions for these products, but also keep in touch with the British food trade and give advice on the Danish agricultural products both to the public and the trade.

The price structure for agricultural exports fluctuates much less now than a few years ago. Butter is subject to import quotas, and recently all suppliers of bacon to the United Kingdom market have reached an understanding with the aim of bringing about a stability in the British market to the advantage of both consumers and producers.

The United Kingdom is traditionally a large market for Danish fish. In earlier days the Danish seine net fishers used to land the major part of their catch at English ports for distribution to the consumer. Recently the tendency has grown for a larger part of the catch to be landed in Denmark where it is processed in various ways and then exported in the form of filleted and frozen fish. Most popular with the English housewives are the Danish fillets of plaice and cod, but lately the rainbow trout is becoming part of the Englishmen's diet. Certain other fish products are also significant such as fishmeal, Danish caviare, mussels, and oysters.

Denmark is a country without natural resources, and it actually imports many of the necessary raw materials from the United Kingdom. It is therefore characteristic that most of the goods produced must compete on grounds of quality, ingenuity and design. I shall mention briefly a few of the most important components of our exports.

Danish beer, the light Continental lager, is increasingly in favour with the discriminating English public, be it called Carlsberg or Tuborg, and it is always worthwhile to ask for it by name. Sharing in this popularity are other beverages, Cherry Heering, the world famous cherry brandy, and Danish Aquavit or 'Snaps', which together with lager is the typical drink enjoyed with the colourful open face sandwiches, which the Danes eat for lunch. After good food and drink it is a pleasure to light up a good cigar, and Danish cigars of all types and sizes are now exported to the United Kingdom.

The chemical industry is important in Denmark, and it has also found a steadily growing demand for its goods in the United Kingdom, particularly in the simpler organic compounds such as vitamins and staple pharmaceuticals. In the engineering field we have a sizeable export of such specialities as brass fittings, ships' engines, pumps and centrifuges, compressors for refrigerating equipment, lifts and hoisting gear, copper-faucets and valves and cement machinery. Agricultural machinery is naturally enough developed to a high degree in Denmark and rocketing sales in the United Kingdom show appreciation by the British farmer. Equal success has come to certain electrical products such as small motors, switches, thermostats, hearing aids and measuring apparatus.

Great interest has recently been concentrated on the field of applied arts. Scandinavian design has become a by-word in English interior decorating. Danish furniture, glass, silver, stainless steel, light fittings, porcelain and ceramics are more in demand than ever and the value of the interest created in Denmark and its other export products must certainly not be underestimated.

For the world as a whole, the value of Danish industrial exports is increasing by appoximately 15 per cent per year, and it has for some time been larger than agricultural exports. A similar trend can be observed for our industrial exports to the United Kingdom, particularly for goods subject to reductions of the customs duty under the provisions of the EFTA-Convention. For these goods the increase in exports is steadily gathering momentum, and the value of exports during the first three quarters of the year rose 25 per cent from 1962 to 1963. Although the absolute figures for our industrial exports to the United Kingdom are comparatively modest, both in relation to our total industrial exports and to the size of the United Kingdom market, the latest developments seem to indicate that more and more Danish firms have begun to realize the vast possibilities for their products in the United Kingdom. Personal visits by Danish businessmen to Britain are becoming frequent, often with better results than expected.

In 1963 the average Englishman bought industrial goods in Denmark worth only a little more than 5 shillings, while the average German bought goods worth 10 shillings, the average Dutchman goods worth 16 shillings and the average Swede goods worth £6. Denmark already supplies a large part of the United Kingdom consumption of foodstuffs, and it would seem natural if she could play a more important rôle as a supplier of industrial goods. It is indicative that large parts of our engineering industry export close to 50 per cent of their production. We are prepared to convince British importers that we can offer industrial products of the same high standard which now for over a hundred years have been associated with our agricultural produce.

The Commercial Section of the Royal Danish Embassy, 67 Pont Street, London, S.W.1. (Tel.: Kensington 6656) will be most happy to give every possible assistance to British firms wishing to obtain further information about Danish products.

The Norwegian market

by P. J. E. Male, MC,
HM Counsellor (Commercial), Oslo

THOUSANDS OF British firms, from the very large to the small, are selling in Norway today a range of products so wide as to make listing impracticable. In the Commercial Department of the British Embassy we have, for example, a note of over five thousand British agency and other marketing arrangements, and this is certainly nothing like the full story.

The high volume of British sales to Norway

Norway's population is about 3·6 million, yet the country has a larger area than Britain, where the density of population is some twenty times as great. With this comparatively small and scattered population it might be thought that sales prospects were correspondingly slight. But the facts contradict this. In 1962 Norwegians bought more a head from Britain, at £23, than any non-Commonwealth country save Iceland and the Irish Republic. This was, for example, more than seven times as much as the French bought a head, nearly seven times as much as West Germans, and nearly twice as much as the Dutch. In actual cash Norway spent £94·8 million on imports from Britain in 1963, and ranked as market No. 14 in the world for Britain. Britain, for its part, continued to be by far Norway's largest single customer, both for goods and for shipping services.

The trading picture for 1963 was even more encouraging. In their statistics the Norwegian authorities make a distinction between imports including ships and excluding ships – the latter figure providing a good indication of the growth in normal trade. The table below shows how Norwegian purchases from Britain in 1963 grew faster than from Norway's two other main sources; and how, incidentally for the first time in many years, Britain became Norway's main supplier.

Norwegian imports (excluding ships) 1962-63

N.kr.20=£1	1962 million Kr.	1963 million Kr.	% Change
Total	10,167·4	10,758·0	+ 5·8
From United Kingdom	1,605·6	1,772·1	+ 10·4
„ West Germany	1,629·9	1,658·4	+ 1·8
„ Sweden	1,363·2	1,467·4	+ 7·6

The potential for further growth of trade

What, then, are the prospects for the future growth of our trade? The main factors suggest that good potential for further growth exists. The Norwegian economy is sound, and a continuing 4-4½ per cent increase in the gross national product is forecast in the national budget. The standard of living and consumer demand are high, prices relatively stable, and unemployment negligible. Shipping earnings, which make a large contribution to the Norwegian balance of payments, seem to be increasing. Production indices for industry, both for the domestic and export markets, are steadily rising. The volume of imports both of capital and consumer goods should therefore continue to grow; and British suppliers are well placed to consolidate their present positions and to forge ahead.

Some reasons why British goods sell

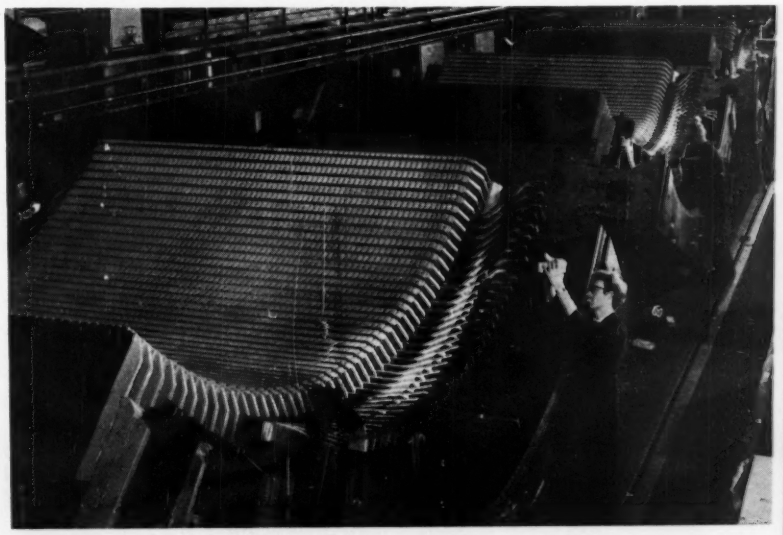
There are sound reasons why so many British firms are already selling to Norway. A few of them are these. Obviously the prime requirement is the ability to supply the right goods at the right price and delivery time. Given this, newcomer and old supplier alike will find a genuine friendliness and eagerness to do more business with British houses; a wide experience of British commercial practice; correspondence, almost always, in English; a very high standard of commercial morality; no foreign exchange problems; and the advantage of geography in shipping to and visiting the market. The progressive reduction of industrial tariffs, thanks to EFTA – on which more is to be found in this supplement – also helps, although Norwegian tariffs on industrial goods are generally on the low side, so that EFTA advantages are perhaps less marked in sale to Norway than in some other countries.

There are of course local difficulties which some categories of foreign goods meet with, such as electrical regulations, footwear and foodstuffs standards, the purchasing policies of some of the monopoly organizations, preferential treatment for local suppliers of hydro-electric equipment for example, and seasonal quotas for some food and horticultural products; but none of these discriminate against the British seller to put him in a worse position than his foreign competitors.

The nature of the demand

As we mentioned at the beginning of this article, a full listing of imported goods selling in Norway is impracticable. The main categories of Norwegian imports however indicate clearly the spread of the demand. These categories, in order of value, are: ships; machinery; metals; yarns, textiles, clothing, footwear; grains, fruits, vegetables, sugar, etc.; mineral oils and products; motor vehicles and other transport equipment; ores. Nor would it be possible to highlight types of products in which British suppliers could certainly do better: too many qualifications would be necessary. As a rough guide, however, Norway's principal imports from Britain are these: fuels and lubricants; ships (a variable figure from year to year); non-electrical machinery, apparatus and parts; base metals; vehicles and other means of transport; electrical machinery, apparatus, supplies and equipment; yarns, piece-goods and finished textiles; sugar; chemicals and pharmaceuticals; manufactures of base metals; spinning materials; clothing and hats. On the negative side, and because Norway's trading connections are world-wide, the market is very adequately supplied with offers from all the major industrial countries of standard products in the consumer and light industrial fields; so that good agents without conflicting commitments are difficult to find for these lines. But a new offer containing substantial advantages in price or design will make its way in Norway as in other open markets.

Three quarter stators of a hydro-electric generator for the Tokke III underground power station in Norway, during winding in the Heavy Plant Factory, Rugby, of Associated Electrical Industries Ltd.



Some characteristics of the market

Norway presents a challenge of its own. It is true that products which are accepted in Denmark or Sweden stand a very good chance of selling in Norway; but sales to other Scandinavian countries are no complete guarantee of success in Norway. Norwegian taste, particularly in consumer goods, including textiles, is individual. It is certainly not the same as British taste. Nor is it usually a good idea to cover Norway through a local agent resident elsewhere in Scandinavia. Norwegians like to deal with their fellow-countrymen, or with a visiting or resident Briton. There are exceptions to this, but they are rare.

Quality and reliability are demanded by the Norwegian man in the street who will seldom prefer a cheap article to something costing rather more but offering the probability of longer and more satisfactory service. This has particular application to imported consumer durables, where the buyer is anxious to avoid the problems of service and spares that a break-down can involve. The same considerations influence the industrial customer, of machinery, for example. But here the demand, broadly speaking, is for robust and well-engineered basic equipment; refinements which inflate the price without more than compensating advantages in productivity are not wanted, nor is equipment of superlative quality whose predictable working life will easily exceed the time by which advances in method and design make it obsolete.

How to tackle the market

The first thing any newcomer will want to know, before going further, is whether his type of product has a chance of selling in Norway. If it is a totally new product Norway might prove a good testing ground; if it is a recognized line the chances are that something comparable is already on offer in Norway, but nevertheless, Norwegian import statistics may often provide a guide to the answer. The Board of Trade's Statistics and Market Intelligence Library (Hillgate House, 35 Old Bailey, London, E.C.4) holds the latest Norwegian statistics and tariffs and is ready to supply the basic details of volume of imports, countries of origin and applicable tariffs.

Provided goods in the appropriate line are imported into Norway, and the volume looks attractive, the next step is to find out whether the British product concerned suits the particular demands of the Norwegian market and can meet the competition to be found in it. This can be done by correspondence and the supply of samples when appropriate, but there is no doubt that the job is best done by a personal visit at an early stage by an executive able to determine price structures, state delivery times and discuss or authorize minor modifications to make the product conform to local regulations, standards, requirements, taste, etc. The value of such visits cannot be over-emphasized. They are the best way to select and appoint local agents or distributors. Here, again the Board of Trade and its regional offices, and the Embassy, are ready to help. A useful preliminary is to ask the Directories and Notices Section, Board of Trade, 1 Victoria Street, London, S.W.1 for a copy of the booklet 'Hints to Businessmen Visiting Norway' This contains some very useful information for the potential exporter and visitor. Fortunately Oslo and Bergen are readily accessible, and a visit is easily made. Agency or distribution arrangements covering the country can often be made in Oslo; but the thriving commercial seaport of Bergen ought also to be visited. Norway is a country of great scenic attraction, and there can be few places more apt for a working holiday if time does not allow a straightforward business visit.

When a visit is impossible for one reason or another, the Commercial Department of the Embassy and the British Consulate in Bergen are ready to try to recommend an agent or distributor. This is in fact one of the main services we offer to British exporters: in 1963, for example, we did our best to help more than six hundred British firms to find local connections. An exporter can write to us direct and get an answer direct; but if this is to be a first venture in the export market we suggest that the process will be simpler if a first contact is made with one of the Board of Trade officers in the United Kingdom.

Some thoughts to end with

Norway should, therefore, be an excellent choice for the British firm looking for a first export market. It should provide a good outlet for the smaller firm able and willing to modify its product to suit the market's requirements – a process which may not make economic sense for the large organization with long production runs.

Quotations should preferably be c.i.f. Norwegian port. F.o.b. quotations are acceptable, but must specify what charges (e.g. packing, loading on ship) are included.

Regular visits to agents and customers are much appreciated but, too, they stimulate business. When a valuable and interesting inquiry is received a visit should be the reaction if possible.

Correspondence can almost always be in English. But quotations should be in metric units.

Many British firms attach young Norwegian technicians and salesmen from their local agents' staffs to their factories for a period of training. This can do a great deal of good. Most agents in Norway work for several principals, and best for those best known.

We hope that the British business visitors who come to see us in the Embassy find their time well spent; we would like to see even more of them.

Norway's exports to Britain

by E. A. Ribu, formerly Commercial Counsellor, Royal Norwegian Embassy, London

AS FAR BACK as my statistics go, Great Britain has been the biggest market for Norwegian exports, and since the war, roughly one-fifth of the total exports have been shipped to this market. The population of Norway is only 3·6 million, but British imports from Norway are of the same magnitude as those from Belgium, for instance, and double the size of British imports from the Soviet Union. The position of Great Britain as Norway's customer No. 1, however, is being seriously challenged.

Contrary to what was expected four years ago when EFTA came into operation, both the value and the share of Norway's commodity exports to Great Britain showed a decline over most of the period. In 1962 Norway's exports to Great Britain amounted to £59 million. This was £9 million less than in 1961, and £12 million less than in 1960. As total exports from Norway increased over the period, the share of the goods going to Britain went down markedly, namely from 22·6 per cent in 1960 to 17 per cent in 1962. Exports to most other leading markets showed on the other hand an increase in 1962, in particular to West Germany, Sweden, Denmark and the United States. Although this trend in Norway's exports to Great Britain was reversed in 1963 – the latest available figures showing an increase of some 8·5 per cent – exports to the EEC countries showed an even more rapid increase, namely 15 per cent, and again, West Germany took the larger part of it. Germany's share is by now about 16 per cent.

With a little simplification one might distinguish between three different phases in the development of Norway's exports, and all phases are reflected in the exports to Great Britain. The first phase lasted up to the end of the last century. Until then the bulk of Norwegian exports consisted of timber, fish and some ores. The second phase came with industrialization, which in my country

started rather late. Semi-manufactured goods such as wood-pulp, metals and chemicals entered the field. With the speeding up of the harnessing of water-power after 1910, and notably after the Second World War, and the erection of power consuming plants in the electro-metallurgical and electro-chemical industries, products like aluminium, ferro-alloys, zinc and nickel, carbide, nitrogenous fertilizers and other chemicals took over the lead in the export race. At the same time, fish were more highly processed into canned products, frozen fish fillets, etc. Round timber does not account for more than 0·1 per cent in our exports to Great Britain; practically all of it is processed into pulp and paper and chemicals. Today Norway is importing timber to supplement the industry with this increasingly scarce raw material.

Wood-pulp is the biggest single item in the export account with Great Britain. In 1963 it represented about 20 per cent of the total exports. Paper and board accounted for 12 per cent. However, Norwegian deliveries of paper cover only 2 per cent of the total British consumption. In view of this, and in view of the very limited scope for expansion of the Norwegian paper industry because of the raw material situation, one can hardly say that Norway represents any threat to the interests of the British paper industry as tariffs are coming down within EFTA.

Most of the decline in our exports to Great Britain recently was due to the slowing down in demand for pulp and various metals, such as ferro-alloys, iron and steel and nickel. The share of metals in Norwegian exports went down from 35 per cent in 1960 to less than 28 per cent in 1962, in spite of increased deliveries of aluminium. In 1963 the figures were on the move up again towards the 1960 level.

About 70 per cent of the Norwegian goods on the British market consist of raw materials and semi-fabricated goods which are bought and used by British manufacturing industries. The rest are food products, mostly fish, and finished industrial goods. This means that Norwegian exports to Great Britain are heavily affected by fluctuations in demand for British goods at home and abroad. The table below seems to indicate a remarkable correlation between Norway's exports to Great Britain and the level of production in the British manufacturing industries over the past 12 years.

	Production in British manufacturing industry	Norwegian exports to Great Britain £ million
1954	100·0	39·8
1955	105·1	49·0
1956	105·6	52·8
1957	107·5	58·6
1958	106·3	51·4
1959	112·6	59·1
1960	120·3	71·1
1961	121·0	68·7
1962	122·2	59·1
1963 (Jan.-Sept.)	123·7	60·5

This is, of course, a very simple presentation, for instance, without any regard being paid to export prices and world market conditions. However, the figures show how the stop-go pattern of the British economy is particularly closely reflected in the total value of Norwegian exports to Britain.

Over the past 10 years the sales of manufactured articles and consumer goods from Norway, however, have shown a steady increase, virtually unaffected by the ups and downs in the above figures. It is worth noting that the Norwegian exports to the United Kingdom of finished goods over the past four to five years have increased more rapidly than total British imports of finished products. Still, they represent only 6 to 6·5 per cent of the Norwegian goods delivered here (as against 3 per cent in 1958), but in view of the promising development during the past few years one is tempted to conclude that Norway has entered the third phase of her export development with regard to the British market. Most of the products come from factories which until recently produced exclusively for the home market. This is most important, reflecting a new attitude among hundreds of producers. In their new export drive, many of them turn first to the British market because of its tremendous purchasing power and rich possibilities.

With the advance of technical and industrial skill, considerable production and exports have been achieved in competely new fields unrelated to traditional branches of the economy. Articles that spring to mind are cash registers and adding machines, cranes and hoists, tape recorders and portable radios.

In the design field there has been a substantial increase in the amount and variety of exports from Norway to the United Kingdom and other markets of such articles as glass and china, stainless steel cutlery, and furniture. Here an important factor is the reputation which Norway, in common with the other Scandinavian countries, enjoys in terms of good modern design. Textiles and clothing are a related field where design is a significant factor, although the popularity in the United Kingdom, as elsewhere, of Norwegian knitwear is also due to the excellence of the native Norwegian wool.

Heating is a sphere where Norway can offer appliances and systems which should also interest the British. In fact, sales of Norwegian panel and skirting board heaters have developed considerably in Britain in the past few years, and there is also increasing interest in Norwegian ceiling heating systems. Hot water central heating radiators from Norway find a large market here.

Increasing British interest in prefabricated houses has resulted in several attempts to introduce Norwegian pre-cut wooden bungalows in Great Britain, and there seems to be tremendous scope in this field provided that Norwegian manufacturing capacity can be expanded.

Norway has not so far done much to supply equipment to the mounting number of British skiing enthusiasts, but on the other hand Norwegian boats – plastic as well as wooden – are helping to cater for British yachtsmen. For anglers, fish hooks from Norway enjoy extensive sales.

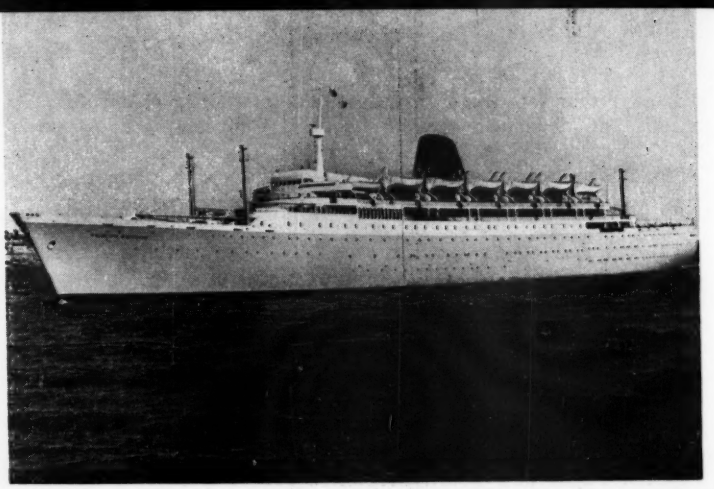
In food, some diversification of sales has been possible due to the British market's increasing interest in new delicatessen products, but it still remains true that the bulk of Norwegian food exports to Britain consists of fish in various forms, fresh, frozen and canned.

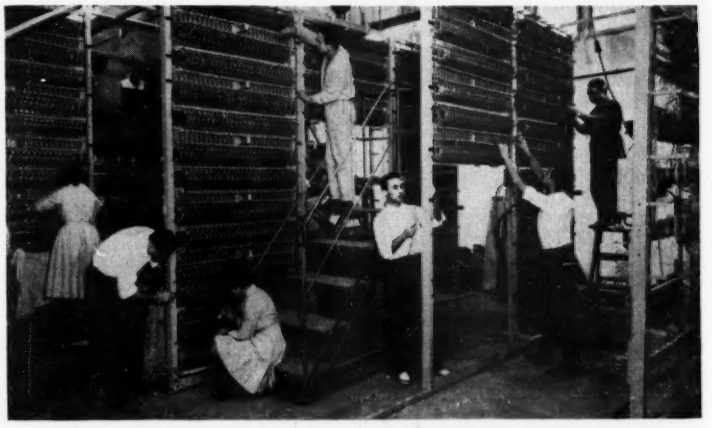
It is gratifying to see the steady increase in variety of Norwegian exports to Britain. New exports are increasing quite fast, and are likely to be accelerated when tariff protection disappears within EFTA, thus helping to broaden and thereby strengthen Norway's export earning capacity.

This Augusta Bell 204B helicopter, lifting components for pylon construction work in Norway, is powered by a Gnome engine, made by Bristol Siddeley Engines Ltd.

Portugal: an old trading partner

by T. C. Sharman, OBE,
HM Counsellor (Commercial), Lisbon





TRADE BETWEEN England and Portugal is at least eight centuries old: there is trace of a Portuguese merchant in London in the 12th century. Soon the reciprocal needs of the two countries caused trade in salt, cork, wax and wine from Portugal and woollens and salted fish from England to flourish, though for hundreds of years it had to run the gauntlet of sea-pirates and even the brigandage of princes. The celebrated Methuen Treaty, signed on December 27, 1703, put the trade in wine and woollens on to a settled basis. At that date English merchants were already settled down in Oporto (and records are available to show that, at about that time, 5,000 tuns of wine were being sent to England annually); today, some 5,250 British firms are represented in Portugal.

In Europe, Portugal is a small country, but her economy is linked with her vast territories in Africa with their under-developed – and in some cases undiscovered – resources. In matters of international finance, Portugal is as large as the escudo area which includes the African provinces of Angola and Mozambique and Portuguese Guinea and the smaller overseas provinces. Lisbon is the banking centre for all this area. A British visitor coming to Lisbon to sell, for example, refrigerators will find only a relatively small market, for Portugal's economy is at an early stage of development compared with other European countries, and the *per capita* national income is at present among the lowest in Europe. The latest (1960) census records a population of 9·1 million, of which the working population is less than 4 million, and of this latter figure approximately 40 per cent are employed in agriculture. The wealthy are few, the middle-class is small, and the purchasing public for foreign goods consequently is not large. Nonetheless, Portugal purchases in Britain goods to the value of some £30 million a year.

Some 24 per cent of British sales to Portugal fall under the heading of supplies to industry: there is a continuing drive towards further industrialization in the framework of the Government's development plans and on the initiative of industrialists themselves. Meanwhile, the progress made already by Portuguese industry should not be under-estimated. The traveller to Portugal by rail, on one day out of two, will find himself comfortably conveyed across the peninsula in excellent modern rolling-stock, manufactured under American licence in an industrial suburb of Lisbon, and his train will traverse half the length of Portugal propelled by electric power from the modern hydro-electric power-stations located on the Douro gorges and elsewhere in the highlands of Portugal. The air traveller in a year or two's time or less, will find himself driven from the airport in a locally assembled car with at least locally manufactured tyres and batteries, and his less well-off fellow tourist-passenger will go to town in a double-decker bus certainly assembled in Portugal. The telephone instruments they will use, and the exchanges they will not see, have for years been of Portuguese manufacture, while the locally manufactured china and glass which the visitor in a medium or high-class hotel will use can look the product of any other European country squarely in the face.

Portugal is already self-sufficient, or next to self-sufficient, in

cotton and wool textiles,
constructional iron,
most foundry products,
most oil-refinery products,
fabricated plastics,
electric wire and cable,
fertilizers,
hardware and hollow-ware,
china,
glass, and earthenware.

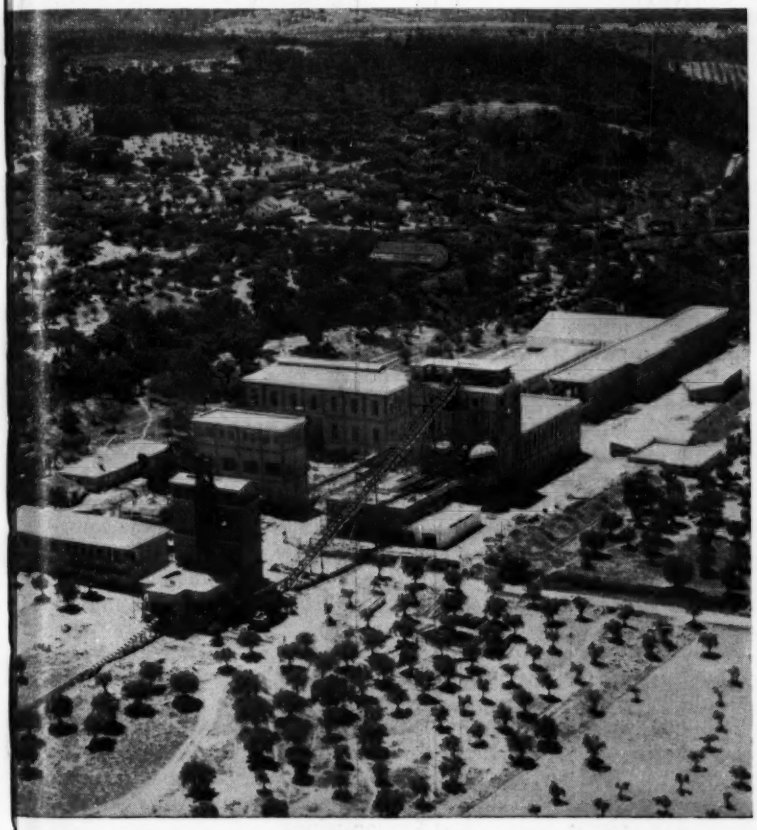
Pictures on page 34, reading from top are:

The £6 million, 20,000 ton Portuguese liner 'Principle Perfeite' built for the Companhia Nacional de Navegacao of Lisbon, by Swan, Hunter and Wigham Richardson Ltd , of Walker-on-Tyne

One of a fleet of 300 British AEC double-decker buses operated by Companhai Carris de Ferro de Lisboa, photographed in front of the Belem Tower, Lisbon

Automatic telephone exchange switching racks being assembled at the Lisbon factory of Automatica Electrica Portuguesa (SARL), a subsidiary company of Plessey Overseas Limited.

165-kV. AEI switchgear at the Cabril power station of the Hidro-Electrica do Zezere, Portugal



Paper pulp mill of Bristol-owned Caima Pulp Co. Lda, at Constancia, on the River Tagus.

Portuguese industry is producing

machine-tools,
boilers,
conveyors,
saws,
a range of textile and agricultural machinery,
sewing-machines,
electric-motors,
water and electrical meters,
dumpers,
cranes,
pumps,
files and other tools,
bicycles,
motor-cycles,
typewriters,
basic chemicals.

Many of the advances represented by the above products have been achieved with the help of foreign know-how and foreign assistance. (British investment in this country has been estimated at £90 million at least.) One attraction of Portugal for foreign manufacturers is the still relatively low level of industrial wages; Continental firms are additionally attracted by the possibility of producing inside EFTA and gaining the advantage of declining customs duties in the other countries of EFTA. Under present Government policy, the number of firms who are licensed to participate in any given sector of Portuguese industry is limited; on the other hand, there is no objection to a majority foreign holding in a Portuguese company unless that should be held to constitute some menace to national defence or a vital sector of the economy.

Note should also be taken of the special position of Portugal in EFTA. While, under the normal EFTA tariff reductions programme, import duties of member countries are now reduced by 60 per cent, and will be eliminated from December 31, 1966, the special provisions of Annex G of the Convention regarding Portugal provide, by and large, that where goods imported from EFTA countries correspond to goods produced in Portugal, the import duties levied will not be eliminated before 1980; nonetheless, these duties have already been reduced by 30 per cent.

In connection with the drive towards increased industrialization, Portugal has made proposals to the recently established EFTA Development Assistance Committee about industries on which she would like to be advised and assisted in developing: the small and efficient machine-tool industry, the processing of fruit and vegetables, and industries based on the timber resources of the country. Foreign firms are already interesting themselves in the possibilities of fruit and vegetable processing, and the potential scope of timber-using industries can be gauged from the fact that some 35 per cent of the surface of the country is under pine, eucalyptus, holm-oak and other varieties; the policy of the Government provides for further afforestation and elimination of trust in more chancy crops.

Agriculture, in fact, has shown itself very much at the mercy of the weather; most of the years since 1959 have been poor ones and Government assistance in various forms has had to be afforded to certain sectors of the agricultural community. As a result, there is not much money available for spending on farm mechanization, highly desirable though that is in the interest of higher productivity and efficiency, and also in face of a continuing drift from the land.

Portuguese imports have shown a generally rising trend for the past few years and in 1960, 1961 and 1962 amounted to the equivalent of £196 million, £236 million, and £210 million respectively. The greater part of all imports, ranging in those years from 85 to 88 per cent, come from foreign, i.e., non-Portuguese supplying, countries. Over this period Britain has maintained, but not been able to improve on, her position as the second best foreign supplier after Western Germany, with 11·9, 15·8, 15·9 and 14·0 per cent respectively of the total import market or, in terms of money, £22·5 million, £29·9 million (excluding a liner of £6 million), £30·5 million and £30·7 million.

Portugal's principal imports include machinery, industrial plant, tinplate, iron and steel, manufactures of metals, motor-vehicles, coal, petroleum, chemical elements and compounds, textiles and fibre yarns, sugar and wheat. It is, however, mainly in the field of supplies for industry that Continental and British suppliers find their greatest opportunities.

The United Kingdom supplies 19 per cent of Portugal's imports of machinery and plant, valued in 1962 at the equivalent of £40 million, and inevitably destined to increase with further industrialization. H.M. Embassy in Lisbon reports for publication in the *Export Service Bulletin* all projects likely to involve the purchase of new machinery and plant that are heard of. For a firm seriously interested in supplying Portuguese industry, this is no substitute for the employment of a local agent working in a specialized field and able to sense the aspirations and intentions of local manufacturers at the earliest stage. In the case of larger new manufacturing plant, suppliers from Britain will have to consider the possibility of countering the appeal of tied loans from French and German manufacturers and bankers, including a largish element for local costs, which have an obvious attraction for Portuguese firms. In cases of such big potential business and, indeed, over the whole range of United Kingdom exports to Portugal, it is also desirable that firms should conform to the reported practice of their European competitors in the matter of personal visits by their commercial or technical directors, export managers or executives. Portuguese firms, large or small, appreciate such visits.

Portugal's comparatively high holdings of gold and foreign exchange are generally sufficient to pay for 18 months of foreign imports, and per head of population, average £30. Nonetheless, the ever-present fear of inflation has led to a consistently cautious financial policy and, in turn, to tightness and a certain inflexibility in the money market. The closing of a contract, therefore, more often than not, depends on the credit terms offered and British exporters will do well to match and more than match their foreign competitors if they want the business.

Portugal's progress towards industrialization

by Luiz Leotte Rego, Commercial Counsellor, Portuguese Embassy, London

PORTUGAL became a member of the European Free Trade Association, in partnership with a group of countries having a more advanced economic structure, at a time when she had initiated a period of economic and industrial development under two successive Development Plans. These aimed at accelerating the process of creating new industries particularly designed for the manufacture of goods to the export markets and to replace the country's needs in imported ones.

The pattern of Portuguese exports has changed recently from a predominance of basic materials and semi-manufactures to 49·8 per cent of total exports represented by manufactured articles. Exports of raw and basic materials have at the same time fallen from 40 per cent to a little over 20 per cent, reflecting the increase in home requirements for national industries.

Progress made in the industrial sector from the weighted index of manufacturing output rose 1953=100 to 1962=192, in which electric power, metallurgical engineering (including machine tools), oil refinery, textile and footwear, chemicals, pharmaceutical goods, communications equipment and electronic components show encouraging increases. Electric power demand by manufacturing industries in Portugal has quadrupled since 1953. Developments in industrial production so far directed to the home market comprise heavy engineering products, such as railway rolling stock, industrial electric transformers and alternators, electric cables, etc., to which has been added lately the assembly of motor vehicles, both commercial and light cars. The country is passing through a period of economic development, shown in the growth of GNP which rose from £371 million in 1938 to £885 million in 1961. The percentage increase in 1961 over 1960 was 7·2 per cent. In order to make it easier and more attractive for foreign capital to be invested in private enterprises, particularly in the case of joint schemes, provision has already been made for the granting of certain initial tax remissions, exemption of customs dues and other incentives. As a consequence of these developments, over 30 new industrial and commercial enterprises with non-Portuguese shareholders have been registered in Portugal in the past 12 months or so, covering a wide range of activities, such as textile manufacture, chemicals, synthetic resins, metallurgy, pharmaceutical products, motor car assembly, wood agglomerates, alginate products, cosmetics, etc. Arrangements for foreign long-term loans, official and private, were concluded in 1962 with Western Germany, the United States Export-Import Bank and with several European private banks, amounting to $156 million.

In terms of total trade Portugal pays for about 60 per cent of her imports with revenue brought in by her exports, the difference being covered and exceeded by invisible earnings, to which the emergence of Portugal as a tourist country will contribute an increasing share. Portugal's gold and foreign currency reserves in September 1963 totalled $798 million.

Although Portugal's Overseas Provinces are not part of EFTA, reference should also be made to the steps being taken to integrate them with Metropolitan Portugal in a single Portuguese market by the end of 1971, through the gradual removal of both customs barriers and capital movements.

Turning to Portugal's trade within the EFTA group of countries it can be said that EFTA constitutes an export market for Portuguese goods with a population about nine times larger than the domestic one. The relative distribution of trade and the way in which it is shared between the EFTA countries is indicated in the following table.

TABLE I
(In £ million)

Countries	1961	1962
United Kingdom	15·791	15·905
Austria	0·803	1·058
Denmark	2·588	2·816
Norway	1·200	1·268
Sweden	3·111	3·520
Switzerland	1·885	2·107
TOTAL	25·378	26·674
Percentage of total exports ...	21·5%	20·2%

Britain has traditionally occupied the position of Portugal's best customer. In 1962, however, for the first time, the United States attained the position of leading foreign buyer of Portuguese goods.

Goods supplied by Portugal – 12 per cent of her total exports – comprise a wide variety in which, up to 1962, wood and cork manufactures, taken together, remained the most valued export (£3·4 million), followed by wines (£2·4 million), fish preparations (£2·0 million), textile yarns and fabrics (£1·9 million), wood pulp (£1·7 million), fruit and vegetables (£1·4 million), chemicals (£1·1 million) and a miscellaneous range such as metalliferous ores, non-metallic mineral products (slates, road granite and paving stones), ceramic products, glass and glassware, moulding boxes for plastic foundry, carving materials and carbide bits, files and rasps, paper and cardboard, wood, resinous products, plastics, sisal ropes, and hides and skins.

Britain's imports from Portugal in 1963 were valued at £22·1 million. The most significant change over 1962 was the increased value of the sales of cotton yarns and textiles. Wood pulp, a product for a specialized industry, also shows an improvement (£2·3 million in 1963 over £1·7 million in 1962). Chemicals, processed fish (tinned sardines and anchovies), so well known in Britain, and tomato concentrates (the last two products included in the category of industrial goods under EFTA's classification) still find in Britain a steady market.

The British market for port wine is staging a slow recovery. From an annual average of 20·7 million litres supplied to Britain in pre-war days, the present level of imports, at little over 8·1 million litres recorded in 1962, show an increase of 1½ per cent over the previous year. France has now supplanted Britain as the world's principal market for port wine. Portuguese table wines are, however, becoming more popular here and are sharing in the increasing volume of imported foreign wines.

Horticultural products and fruits also show an increase in the value of sales to Britain (£2·3 million in 1963 against £1·4 million in 1962). These items include new potatoes, fresh and dried fruit, and almonds, etc.

Among raw and basic materials, particularly tungsten concentrate ores, of which Portugal is the largest producer in Europe, supplies to Britain have dwindled, in common with the tendency of Western countries to buy inferior grade ores from Eastern European sources offered at lower prices.

With regard to other raw materials, which were already admitted duty-free into Britain prior to the EFTA Convention, mention should be made of resinous products, particularly rosin. Britain has kept her position as Portugal's largest foreign buyer of these products.

The institutional bodies recently set up by EFTA, such as the Economic Development Council, should reinforce Portugal's own achievements in the field of development plans, co-ordination of her economic policies and relative improvement of her exports.

In this new role which EFTA has undertaken of promoting co-operation between private concerns as well as among member governments, Britain can play a valuable and important part in the development of the Portuguese economy by helping to create new industrial enterprises, and the opportunities thus offered to British manufacturers by Portuguese industrial expansion will be of mutual advantage to both countries.

Sweden: Britain's largest EFTA market

by I. C. Mackenzie, CBE,
HM Counsellor (Commercial), Stockholm

A MARKET, which is already large, expanding and free from payment crises or import restrictions, clearly deserves the closest attention of British exporters. Sweden is such a market and has the further attraction that, as a member of the European Free Trade Association, she has already reduced by 60 per cent most of her normal tariffs on industrial imports from Britain. She is Europe's fifth largest importer and Britain's most important trading partner within the Association. Her imports have doubled over the past 10 years and in 1963 reached the new record value of nearly £1,200 million, of which almost £174 million came from Britain.

Some characteristics of the economy

For many years Sweden has enjoyed political and social stability. By world standards, Sweden's population increases slowly, in spite of net immigration – from 7 million in 1950 to 7·6 million in 1963. The average age of the population is over 35 (by comparison, for instance, with under 20 in Venezuela). As in the United Kingdom, the population is drifting southwards, and industry is tending to develop between Stockholm, Gothenburg and Malmö. As a port, Stockholm City's share of the total import tonnage declined between 1955 and 1960 from 23 per cent to 14 per cent; the other two ports slightly increased their share of a higher total from 27 per cent to 28 per cent. Businessmen visiting Sweden should therefore make a point of visiting all three cities. Although her population is relatively small, her gross national product, investment and private consumption are all high and increasing. The consumption of foodstuffs per head has risen little and it is on travel and recreation (including automobiles and boats), clothing, home furnishings, television sets, etc. that the Swedes are today spending more of their money. There are twice as many telephones and half as many cars again *per capita* in Sweden as in Britain. Private consumption *per capita* in Sweden is higher than ours and probably higher than in the United States. Notwithstanding, gross investment *per capita* remains high–considerably higher than in Britain–while since the war income has continued to be more and more evenly distributed. Unemployment is low, and the proportion of the population now employed in industry or commerce, as distinct from agriculture, is rising yearly. Domestic help virtually does not exist, and a high proportion of women go out to work in offices or factories. There is consequently a big demand for household appliances and labour-saving devices generally. Repairs of household equipment, motor-cars, etc. are costly and difficult to get done. Swedes are, therefore, more exasperated than most people by goods that fail to function properly. By necessity, as well as by nature, the average Swede is a good 'do-it-yourself-man'.

Sweden's foreign trade

Exports have risen rapidly over the past six years, but they now tend to be exceeded by imports to the extent of about Sw. Kr. 1,000 million a year—a visible trade deficit which has usually been more than covered by net receipts from shipping and other services. The simultaneous rapid rise in total imports can be traced principally to greatly increased imports of machinery and motor-cars.

EFTA's contribution to Sweden's imports has grown from 24 per cent to 29 per cent, while the European Economic Community's contribution has declined from 41 per cent to 39 per cent. Both before and since the war Britain has been Sweden's best customer, but West Germany has been her leading supplier (except for the immediate post-war years 1945-1951). The latter's share of Sweden's total imports both before the war and since, has been about 22 per cent, but has tended to fall slightly in recent years. Since 1959 Britain's share has risen from 13·7 per cent to 15·2 per cent.

While Sweden's average tariff level is low, on a wide range of manufactures that the United Kingdom sells, or could sell, to Sweden in competition with West Germany and the United States, the tariffs are 10 per cent or more. The following paragraphs will review briefly some of the more important groups of Sweden's imports and draw attention to those tariffs, the reduction of which should be of maximum benefit to United Kingdom manufacturers*.

Non-electric machinery and apparatus

Imports: 2,057 million Sw. Kr. (1963)

This largest import group naturally includes a wide variety of items of special interest to the United Kingdom. *On most of them the duty is* 10 *per cent* and therefore now only 4 per cent when they originate from the United Kingdom. The size of this group reflects Sweden's high rate of industrial investment. These imports, it should be noted, supplement the many items of capital equipment which Sweden manufactures for her own consumption and export. In 1962, nearly one fifth of this import group came from the United Kingdom but over one-third came from West Germany and one-seventh from the United States. Britain is doing particularly well in tractors; her share of internal combustion engines is improving, as is her share of machines for the paper and pulp industry and for making paper products, and her share of earth-moving and mining machinery. Her share of office machines and metal-working machinery, although improving, is still low; the same applies to her share of machinery for the textile and leather industries, of pumps, compressors and centrifruges and of mechanical handling equipment, especially when it is compared with West Germany's. In particular, within the classification of 'internal combustion engines', Sw. Kr. 14 million worth of moped motors and Sw. Kr. 12 million worth of outboard motors were imported in 1962, of which only Sw. Kr. 0·6 million and Sw. Kr. 0·3 million respectively were British. West Germany dominated the former item and the United States the latter.

Transport equipment

Imports: 1,800 million Sw. Kr. (1963)

The value of this group has approximately doubled since 1957. Nearly three-quarters of the total is now represented by road vehicles, of which the values of private passenger cars and buses and of accessories and parts were Sw. Kr. 997 million and Sw. Kr. 343 million respectively. *On cars, lorries and spare parts the import duty is* 15 *per cent*. In 1962, the United Kingdom's share of the total imports of private cars was only 16 per cent against West Germany's 65 per cent. This is already an improvement on her 11 per cent share in 1960. In both the private car and lorry markets which are designed to stand up to the rigorous local conditions imports meet with strong competition from locally-made vehicles, and are well serviced. To be sure of a really large share of the market, foreign manufacturers must provide first-class servicing facilities in Sweden.

Vessels and pleasure craft are also included within this group. Their total value in 1963 was Sw. Kr. 315 million. Large vessels are admitted free of duty, *but on vessels under* 70 *tons and on pleasure craft the duty is* 10 *per cent*. British manufacturers have made several efforts in the past to enter this market against keen local competition. Of late, however, West German suppliers have had considerable success, and British manufacturers should also now find the time ripe for a determined assault on the market.

* More detailed examination of individual groups and items will appear in due course in the *Economic Review* of the British-Swedish Chamber of Commerce in Sweden.

Electrical machinery apparatus and material

Imports: 1,140 million Sw. Kr. (1963)

Within this group, *the tariffs are usually* 10 *per cent, but duties of* 17 *per cent are levied on radio and TV receivers.* In 1962, West Germany supplied over 40 per cent of the market, the United States 15 per cent and the United Kingdom 13 per cent. The latter share has improved slightly since 1960, when it was only 10 per cent. Within this group the largest classification includes generators, motors and other power-house equipment, the value of which in 1962 was Sw. Kr. 305 million. Competition in this field is strong from both West Germany and local manufacturers. DIN standards and safety regulations are rigorously applied. Nevertheless, British manufacturers might be able to expand their sales of special types of motors, such as fractional h.p., flame-proof and geared motors.

In TV and radio receivers the performance of British firms has been disappointing in the past, but now that British firms are producing 625 lines TV receivers and, with lower EFTA tariffs to help them, they might make another effort to secure a larger share of this market. Neat portable transistor radios and car radios with FM bands might also sell well in this market provided they come up to local statutory standards.

In the domestic electric appliance field official safety regulations are also stringent. Competition from local, West German and Dutch firms is strong. Nevertheless, British firms have managed to establish a foothold in the market. (The British share is now 14 per cent – West Germany's is 41 per cent.)

Within the remaining sub-heading 'Other electrical machines and apparatus', of which Sw. Kr. 374 million worth was imported in 1962, the tariffs are mostly 10 per cent. Our share in that year was 13 per cent, as opposed to West Germany's 35 per cent. This classification includes the important items of electron tubes, cathode ray tubes, transistors, etc., and electrical measuring and controlling apparatus. A market report prepared by this Embassy at the beginning of 1963 shows that good opportunities in this latter field exist for British companies.

Yarns, threads, cloths, carpets, linoleum

Imports: 1,159 million Sw. Kr. (1963)

Within these textile groups are to be found some of Sweden's highest tariffs. On woven fabrics and in a few cases of yarns and threads they range from 12 per cent to 20 per cent. Britain's share of these various fabric classifications are usually less than 20 per cent and well below those of West Germany. Such was certainly the case in 1962 with cotton, synthetic fibre or mixed fibre piece-goods when our share was only 5 per cent, while West Germany's and Japan's were 12 and 24 per cent respectively. In these lines it is worth noting that Swedish manufacturers themselves supply two-thirds of the total market and have been steadily increasing their exports. The recently published report of the Cotton Board Mission that visited Sweden and Finland in October, 1963, reproduces the many criticisms of designs and price rigidity by local importers, but concludes that with the help of EFTA advantages United Kingdom manufacturers could recover a larger share of the market provided they 'develop a more forceful and thorough selling approach to the market and cater more to local tastes'. A total open market of some £12 million in cotton and synthetic fibre piece-goods alone should surely be worth the effort.

Imports of carpets and linoleum have increased steadily in recent years, and in 1962 were worth over Sw. Kr. 80 million. *The duties on these floor coverings are* 12 *per cent and* 10 *per cent respectively.* Britain's share has likewise been increasing steadily but is still less than 15 per cent. Any manufacturer who was prepared to produce runs specially to Swedish designs would be sure to secure a worthwhile turnover in this market.

Clothing and headwear

Imports: 485 million Sw. Kr. (1962)

Within this group duties range from 10 *per cent to* 25 *per cent.* Between 1960 and 1962 total imports increased by 30 per cent. Knitted garments attract some of the highest duties. In spite of increasing sales both Britain's and West Germany's share of the market have fallen – the United Kingdom's in 1962 to less than 10 per cent. Yet British manufacturers could surely regain a larger share of this market, in which there is a demand not merely for the cheaper ranges, but also for the better quality article.

Footwear and leatherware

Imports: 129 million Sw. Kr. (1963)

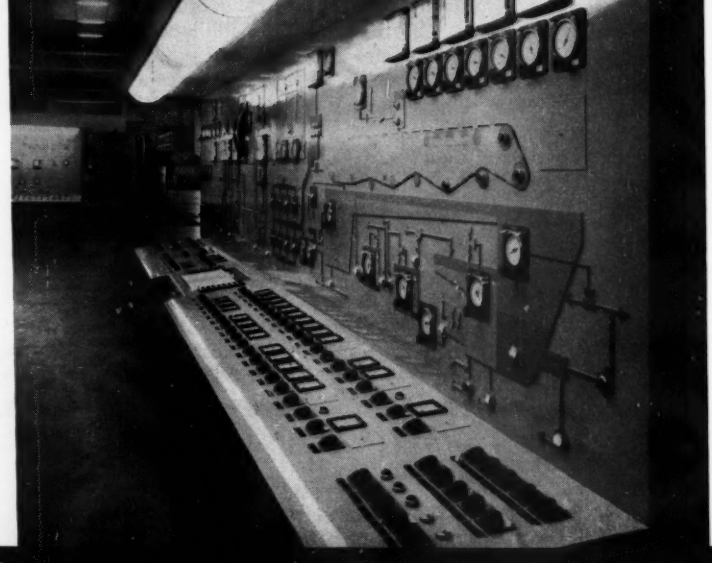
The duty on most footwear is 14 *per cent.* Of the total import in 1962 Britain supplied barely 3 per cent. Of the Sw. Kr. 60 million worth of ladies' shoes and sandals imported in 1962, only Sw. Kr. 1·4 million came from the United Kingdom, but Sw. Kr. 6 million from West Germany. A campaign to advertise ladies' semi-fashion comfort shoes and winter footwear from Britain and one or two styles of men's shoes, possibly in the form of small exhibitions, would help to improve the United Kingdom share. In leather and artificial leather goods, where the normal duties vary from 8 to 13 per cent, manufacturers might find it worth while to investigate the local artificial leather luggage market.

Conclusions

The EFTA tariff reductions will not by themselves automatically increase our exports to this market or lessen the need for good salesmanship. Local industries are efficient and their prices competitive. Unlike the nationals of many other countries, the Swedes need to be convinced that the imported article is superior to, or more advanced in design than their own. In the case of British goods there is, alas, the all-too-common belief that they are old-fashioned. Swedish technical experts are highly qualified and probe deeply into the specifications of tenders. An important public works contract was recently lost by a British to a West German firm, not because of price or design, but rather because our experts did not answer the Swedish experts' queries in sufficient detail. Furthermore,even though they recognize that, because of the EFTA tariff reductions and recent price rises, West German goods are no longer necessarily the cheapest, Swedish merchants will not sever their geographically closer West German connections overnight; and they are still suspicious of United Kingdom delivery dates. It must be assumed also that West German exporters will try to offset some at least of the EFTA preferences by reducing their prices in order to retain as much as possible of their £200 million share of this market.

But Swedish importers are now much more interested in United Kingdom manufactures than they were. To take full advantage of this more favourable atmosphere, however, British exporters will still have to visit Sweden, preferably to establish contacts with Swedish customers in the first instance, and frequently thereafter in order to maintain them. The Swedes prefer technicians to salesmen. If frequent visits are made, good business will be done, and before very long Britain's annual exports to Sweden will pass the £200 million mark.

Elliott-Automation Ltd. supplied the complete instrumentation and control system for Svenska Cellulosa's paper mill at Munksund, in north Sweden



Cold-reduced sheet steel from Richard Thomas and Baldwins Ltd., being pressed into car bodies at the Saab factory at Troll Hattan, Sweden

The manufacture of matches is one of Sweaen's major industries. This scene is from the Swedish Match Co.'s factory

Sweden's trading links with Britain

by I. Dölling, Commercial Counsellor, Royal Swedish Embassy, London

FOR CENTURIES Sweden has regarded the British Isles as a natural focal point for trading. In Britain Swedish exporters not only found an immediate outlet for their most important products but also the services and facilities for contacts with other more distant markets, which only a world trading centre like Great Britain could offer. In important aspects the pattern of production in the two countries were complementary to one another in so far as Sweden produced some of the primary products of which Great Britain did not have enough, and the British in return furnished the Swedish market with a variety of industrial products already far advanced and diversified at an early stage of the European industrial revolution.

Trade between Sweden and Great Britain has, of course, undergone major changes since the early days. These have been brought about by the late but rapid and intensive industrialization of Sweden, further development and diversification of both countries' economies, and by the development of world trade generally. Nevertheless, there remain the same characteristics of complementary economies as before, which not only form the basis for the magnitude of trade figures both in absolute and relative terms, but also hold promise for a bright future for Anglo-Swedish trade in the period, now not very far off, when industrial tariffs between EFTA countries will belong to the past. The natural interplay of economic factors will then to a greater extent than ever before determine the future pattern of production in member countries and also the flow of trade between them.

Sweden is very dependent on her foreign trade. Her productive resources are to a considerable extent geared to the requirements of markets outside her own boundaries. It is significant that in 1961 more than 20 per cent of Sweden's gross national product was exported. The corresponding figure for Great Britain was about 14 per cent.

Swedish exports are generally thought to consist almost entirely of pulp and paper and iron ore, with some special products of Swedish engineering added for good measure. This is, of course, right in as much as forest products still account for nearly one-third of all exports and iron ore and other base metals for more than 15 per cent. But it does not take account of the fact that the most important contribution to Sweden's export earnings (more than 35 per cent in fact) nowadays comes from the engineering industry, chiefly machinery, instruments and transport equipment.

This general pattern of exports is by and large reflected in Swedish sales to Britain, where Swedish exporters have for years met their major buyers. Until only last year, when the Federal Republic of Germany – perhaps only temporarily – took over as Sweden's export outlet number one, Britain consistently bought more Swedish goods than any other country – about 15 per cent of all Swedish exports. In absolute terms this has meant that over £150 million worth of Swedish goods have in recent years been sold on the British market. Half these goods fall in the forest products category, 12 per cent is accounted for by iron ore, and the remaining part, nearly 40 per cent, is made up of a variety of items of which products of the engineering industry play an increasingly significant role. Precision tools, electrical equipment, motor cars and ships are well-known examples of such products. But also less durable consumer goods are finding a profitable market in Britain. Recent years have seen a considerable increase in the sales of furniture, furnishing fabrics, glassware and pottery. Domestic appliances, building materials and ready-to-wear clothing also make up important items on the ever-growing list of Swedish exports.

All in all this means that Britain is buying about 3·5 per cent of all her imports from Sweden. The upward trend, it is true, was slightly retarded in 1962 as a result of cyclical factors in the pulp and paper trade. More recent figures show that a recuperation of the market is taking place, and there is every reason to believe that Swedish exports will continue to attract an increasing number of British buyers during 1964.

For the Swedish exporter and for exporters in all EFTA countries the future offers the novel and exciting prospect of being able to operate in a market under the same conditions and on the same terms as the domestic producers; the prospect of finding one's market extended across the borders of seven other countries and so reaching without hindrances well over 90 million consumers; the prospect of being able to make the best possible use of existing resources, employing factors of production where they are cheapest. Swedish exporters – no doubt like those in other EFTA countries – are aware of these opportunities and I would predict that Swedish goods – highly regarded as they now are for their quality and value – will find a growing market in the United Kingdom.

Switzerland — a rich and discriminating market

by F. G. K. Gallagher, CMG,
HM Counsellor (Commercial), Berne

Buying Heinz canned foods during a sales campaign at the Co-operative supermarket at Aeschenplatz, Basle.

AS AN OUTLET for British exports, Switzerland has many features in common with the other members of EFTA, whose markets are discussed elsewhere in this supplement. The primary purpose of this article is to draw attention to the special characteristics of the Swiss market. It is the understanding of these characteristics which, for the British exporter, so often tips the balance between success and failure. And, of course, the way to gain such an understanding is by visiting the country. Nothing is more important than personal visits, and this note certainly cannot take their place.

The first impression of many newcomers to Switzerland is the sense of stable prosperity which is evident generally and which is founded on years of sound economic development. Secondly, one is struck by the high degree of specialization in Swiss industry itself, which is the basis of the great achievements of the major Swiss manufacturing industries in export markets all over the world. Thirdly, respect for this achievement is heightened by the realization that, apart from water, Switzerland has no natural resources of her own. Swiss industry has always known that it must concentrate on the manufacture of products for which the country has either an established reputation or an undoubted talent and which therefore can be sold abroad: the rest must be imported. Finally, it is impossible to be in Switzerland long without noticing the effects of the decentralized character of Swiss government and administration.

This decentralization is, indeed, one of the characteristics of the country which produces special problems for the British exporter. Control over the expenditure of public money, for example, though sometimes centralized (e.g. the armed forces and the new national road system), is more usually in the hands of local authorities. This is true of education, the provision of hospitals, and many public works and services – including the expansion of sewage facilities and the prevention of water pollution, the need for which has been one of the major themes in public discussion in Switzerland in recent years. It is often a matter of needing to know not merely the plans of one Federal Department or of one central organization like the Federal Railways but of the various Cantonal Governments and even of the Communes. This is where a first-class Swiss agent can perform one of his most useful services to a British exporter. It is also one of the reasons why it is impossible, with certain exceptions, to sell capital goods in Switzerland at long range.

There are, of course, other reasons why this is difficult, among them the high level of business activity which has produced a climate generally unsuited to first approaches by mail, possibly in a language with which the recipient is unfamiliar. The Swiss buyer can usually afford to ignore quotations which do not help him to work out a final selling price or which use unacceptable standards or sizes or units of measurement: something easier to work with is bound to come along.

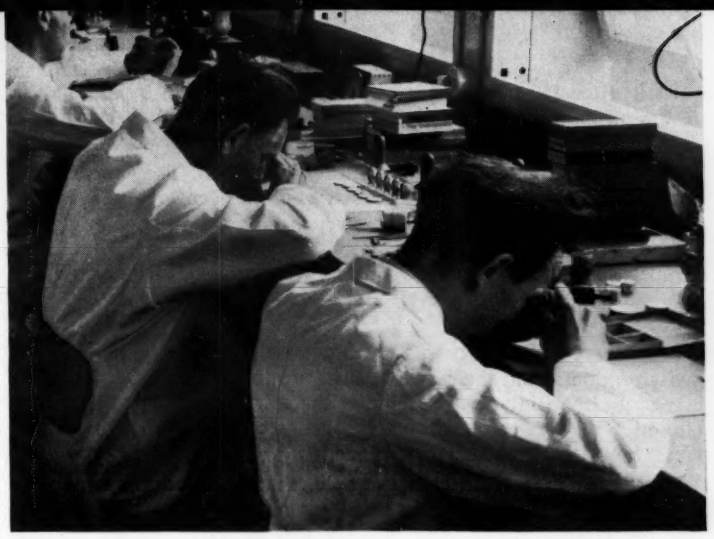
On the other hand, though a rich and discriminating market, Switzerland remains a small country. A well-planned visit need not normally be of more than three days' duration or so to afford an expert the necessary insight into the prospects for a particular product. Needless to say, the British Embassy in Berne, the Consulates-General in Zürich and Geneva, the Consulate in Basle and the British-Swiss Chamber of Commerce at 1 St. Peterstrasse, Zürich, with its branch office in Lausanne, will all be pleased to give what help they can to the British exporter in planning his visit.

Importance of personal visits

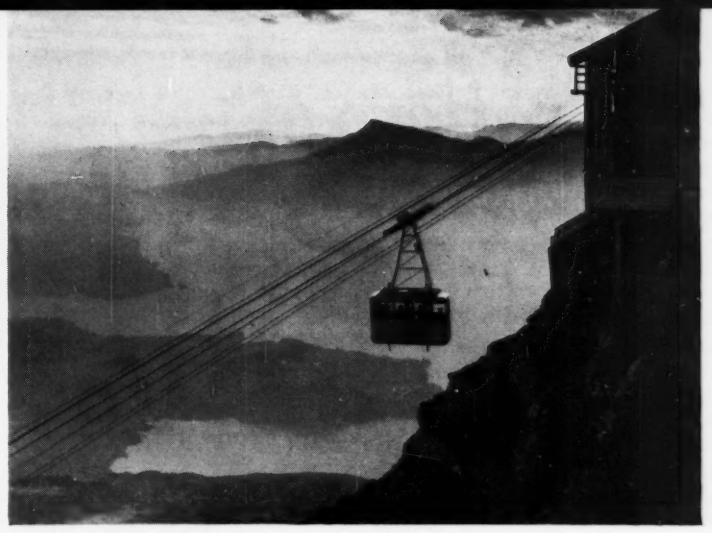
Personal visits are no less important to the exporters of most types of consumer products than to those of capital goods, though for rather different reasons. Here the need to see for yourself is the result of two apparently conflicting factors. The first is that Switzerland is a low-tariff country, whose market (with few exceptions) is wide open to all comers. But secondly, perhaps partly because of the accessibility of his market to foreign goods and partly because of his successful resistance to certain common features of modern urban civilization, the Swiss consumer has retained a mind of his own. He is, today, predominantly a flat-dweller; but he still thinks in terms of the countryside and of what is congruent with its traditions. Here again, a good agent can be invaluable. But, even if he succeeds in finding such an agent, a British exporter who does not visit Switzerland is unlikely to understand the reasons behind the latter's advice when, for example, he recommends a change in styling to meet local tastes. Naturally, when business activity is intense, good agents are not easy to find. Once found, they will stand by principals who support them: but the better they are, the more discouraged they will be if their advice is ignored.

This last point should not be taken to mean that Switzerland can never be treated as a mass market or even as part of a larger mass market. Nor should the statement that the Swiss consumer has retained a mind of his own be taken to mean that he is immune to advertising. If this were so, expenditure on advertising per head of population would not be higher in Switzerland, as it is today, than in any other Continental country. This is no doubt partly because there are three official languages in the Confederation – through which, incidentally, the neighbouring countries can equally be approached: it is also partly because the connection between visual advertising and the arts has been kept alive in Switzerland.

It is difficult to think of a product for which there is no market in Switzerland. The fact that the Swiss make an article extremely well, does not mean that they will be uninterested in similar articles from abroad. British alarm clocks find a market in Switzerland, and some British confectionery sells well. But the semi-manufacture or the complementary product are more general examples of two-way trade. Some of the most advanced Swiss industries, including the great chemical and pharmaceutical companies, are among our best customers. The latest developments in British electronics are always of interest to the most highly sophisticated sections of Swiss industry.



Rolex calendar chronometers undergoing final inspection



Aerial cableway in Switzerland where tourism is an important source of revenue

In absolute terms, the increase of British exports to Switzerland over the past few years has been impressive but we still hold only about 7 per cent of the Swiss import market as a whole. There is no doubt at all that we could increase this share quite considerably, whether or not total Swiss imports continue to grow. Hard selling generally improves our position under almost every heading. For example, the British motor vehicle manufacturers have shown in the past two years that the average rate of increase, even in this intensively competitive sector of the market, can be improved and that something like a breakthrough can be achieved.

But because there is little which Switzerland does not need to buy from abroad, it is not easy to say where the greatest opportunities will lie in the future. There are, however, two or three outstanding features of the Swiss economy today whose influence on its general development must be considerable. The number of foreign workers employed in Switzerland has grown to one-third of her total labour force. There are many reasons why the Swiss wish to keep this proportion under control. At the same time, the tendency towards over-expansion within the economy as a whole argues strongly in favour of concentration on increased productivity and rationalization in industry and in agriculture. In the circumstances, though it has often been asserted in the past that Swiss industry is on too small a scale to permit the economical use of methods of full automation, it is certain that the raising of productivity and the saving of labour must be of growing concern to Swiss industry in the immediate future. At the least, there will be a keen interest in automated processes capable of economical application on a small or medium scale. The recent sale of British equipment for warehouse mechanization to the largest Swiss agricultural co-operative is one example of the trend towards labour saving.

Development of communications

At the same time, the development of communications by road, and also by water and by air, will continue to preoccupy the Swiss, to whom these things are important, because of their tourist industry and their position as a trading nation. There may be scope here for technical collaboration as well as for greater direct sales of contractors' plant and equipment. Another major Swiss preoccupation will be the development of their power supply. It has been forecast that the country's resources of hydroelectric power will have been exhausted by 1970, at least so far as economical exploitation is concerned. Some thermal power stations are being built. There are other possibilities, the most interesting of which from the point of view of British industry must be nuclear power. The first Swiss experimental power reactor is due to come into operation in 1965.

It is because one is so confident that the Swiss themselves will meet the challenge of the future successfully, that it is safe to predict a continuing growth in consumer spending power and in the interest of the market for the British manufacturer. If you care to study Swiss taste in men's clothing, for example, and if you can make what is wanted at the right price, you are in on an expanding market. In order to find out what is wanted, your best plan, once again, is to visit the country. For preference, you need enough French or German to make appointments. Once inside, the *lingua franca* of your trade will often see you through. Samples often speak for themselves.

In saying this, I am not suggesting that the manufacturer of engineering products can dispense with sales literature in the language of the country or can hope to secure his position in the market without having his manuals translated accurately and fully. This is a different matter. He needs to study the market no less than the clothing manufacturer. One way of doing this is by visiting some of the Swiss exhibitions and fairs. The Swiss Industries Fair which takes place in Basle every spring is both enjoyable and comprehensive. The Swiss National Exhibition, which is held only once every twenty-five years, will take place at Lausanne from April to September 1964.

Of course, it is not always a matter of making for the market. It is essential also that the potential Swiss customer should know what we can do and what we are capable of in Britain. From this point of view, the series of events which has included British Fortnights in Basle and Geneva and which culminated in the recent highly successful British Industrial Fair and Fortnight in Zürich, has been of very great value. It has shown both that the British exporter is really interested in the Swiss market and that, if there was ever any doubt, he is welcome here. It has helped important well-established products, like woollens and whisky, and it has pointed to new openings. This start has to be followed up. One of the most obvious needs is for greater British participation in Swiss fairs and exhibitions, and in international fairs held in Switzerland. If we can show our products intensively, we cannot fail to make ground.

Greater effort and expenditure on advertising would also be rewarding. The opportunities offered in the Swiss technical press, not only for direct advertising, but for editorial publicity for achievements in technology, are a valuable adjunct to trade promotion and could be more widely used. Here again, the Board of Trade and the Central Office of Information can help.

There are many other features which may be crucial to particular British exporters. It is, therefore, necessary to conclude this note as it began, with an appeal to come and see. The Swiss are, above all, a friendly people, as they showed in Zürich last September. They would like to see more British businessmen visit them more frequently, and so would the Commercial officers in Switzerland.

The pattern of Swiss exports to Britain

by Marcel Heimo, Counsellor (Economic Affairs), Swiss Embassy, London

THE STRUCTURE of the Swiss economy is in many aspects similar to that of the United Kingdom. This is especially true in the field of foreign trade, since, like Britain, highly-industrialized Switzerland relies heavily on exports to obtain the foreign exchange needed to pay for her imports of food and raw materials, not to speak of the manufactured goods required for equipment purposes or the satisfaction of her sophisticated consumers. That under such conditions exports should be a criterion of the economic well-being of the country is only to be expected. By such token, Switzerland has fared very well indeed during the past ten years.

From 1952 to 1962, total Swiss exports to all countries increased at the average compound rate of approximately 7·3 per cent a year. The progression was even more accentuated with regard to the United Kingdom, as is likely from the fact that trade tends to increase more rapidly between industrialized countries than between these and less developed ones. In fact, this average yearly accretion was as high as 9.3 per cent if all products are taken into consideration, or 9.6 per cent for manufactured goods only. This is quite an achievement, since the United Kingdom's total imports increased during the same ten years at the compound rate of 2.7 per cent a year, and her imports of manufactured products by some 6.6 per cent a year.

For 1960, 1961, 1962, and the first nine months of 1963, total Swiss sales in Britain increased by 14 per cent, 8 per cent, 10 per cent and 13 per cent respectively over the preceding year.

This improvement in the value of goods sold is indeed satisfactory. Yet as a customer, the United Kingdom is less important to Switzerland than several countries of comparable economic size. In fact, Britain ranks fifth among Switzerland's customers after Western Germany, Italy, United States and France. To some extent this can be accounted for by demography, geography, language, cultural links and the traditional character of trade relations with neighbouring regions.

Switzerland has but a small share in the United Kingdom's imports. It amounted in 1960, 1961 and 1962 to 1 per cent, 1·1 per cent and 1·2 per cent if all products are taken into consideration. These figures, however, are not really significant because they do not reflect the true nature of trade relations between the two countries. It is well known, on the one hand, that British imports are composed mainly of food and raw materials, the manufactured goods component amounting only to approximately one-third of the total. On the other hand, 90 per cent of Swiss exports are manufactured products. If these only are taken into account for both countries, Switzerland's share rises to relatively substantial figures: 2·9 per cent in 1960, 3·2 per cent in 1961 and 3·3 per cent in 1962, corresponding to the absolute figures, according to the Trade and Navigation Accounts of the United Kingdom, of 41·8, 45·1 and 48·5 million pounds.

In special fields where Swiss industry is well known for the quality of its production, the share of Swiss goods in British imports is often far from negligible. This can be shown by an analysis of the structure of the Swiss export trade to this country.

The products of the metallurgical industry form by far the most important category of Swiss sales to Britain. They represented during the 1960-1962 period as much as 53 per cent of total exports. Among the products in this category, machinery other than electric – metal-working and textile machinery – is the most important item (29 per cent), followed by watches (11 per cent), instruments and appliances (4 per cent) and electric machinery and apparatus (3 per cent).

Machinery (other than electric) is precisely one of the fields where Swiss products hold their own against producing countries far larger in size and capacity; Switzerland is the third largest supplier to the United Kingdom of such machinery, exporting £15·1 million in 1962, more than Sweden or France.

To take a more restricted example, that of imports of machine tools, Switzerland again ranks third, preceded by Western Germany and the United States. And nobody will be surprised by Switzerland's lead in the watch sector.

United Kingdom's imports of

(a) complete watches with cases of materials other than gold:

(in thousands £)

	1959	1960	1961
Switzerland	1,730	2,147	2,274
Western Germany	300	319	359
France	55	87	106
(b) complete watch movements:			
Switzerland	818	956	990
Other countries	29	74	80

Second to the metallurgical industry comes the chemical (mainly organic elements and dyeing materials) and pharmaceutical industry, whose sales in Britain amount to some 19 per cent of the total. Here again Switzerland's position is comparatively strong; in 1962 she exported nearly £10 million of chemicals to Britain and was the fifth most important supplier.

The textile industry follows, with 13 per cent (woven fabrics of cotton, silk and man-made fibres; embroidery, man-made fibre yarns; clothing; underwear), the importance of which in Switzerland export trade has been lessening during recent years.

Finally come food products (cheese, chocolates, soup products) and tobacco, which represent 4 per cent only of total Swiss exports to the United Kingdom.

Swiss sales to the United Kingdom reflect very closely the structure of Switzerland's world export trade. Their heavy concentration on a few categories of products of the metallurgical and chemical industries does conceal, however, a great diversity of products. This variety is the direct consequence of one of the characteristic features of the Swiss economy: it cannot develop a mass production of simple and cheap articles but must concentrate on the production of small series of highly specialized and expensive goods closely adapted to the requirements or tastes of customers living in the four corners of the world.

On the whole, Britain has been one of the most important markets for Swiss products. With the progressive liberalization of her import trade (which is by now practically complete in the industrial sector, the only exception being watches of a value of less than £5, which are still under quota restriction) Switzerland has been in a position to take full advantage of the growing purchasing capacity of the British economy. Since the creation of the European Free Trade Association, trading conditions have markedly improved for Swiss products. The upsurge of productive activity in Britain during 1963 and the prospect of steady economic expansion for many years to come should further induce Swiss exporters to avail themselves of the enlarged opportunities to be found in the British market. Improved productivity at home and possible shifts of demand abroad will undoubtedly offer scope for a steady expansion of Swiss sales in the growing United Kingdom market.

Finland — a market of growing opportunities for British exporters

by P. D. Stobart, MBE, until recently HM Counsellor (Commercial), Helsinki

MUCH LESS IS KNOWN about Finland abroad than about the other Scandinavian countries. A recent survey of opinion in a number of Western European countries and in the United States conducted on behalf of a Finnish public relations firm has revealed that 17 per cent of all people questioned believed that Finland lay behind the Iron Curtain. Others had the impression that the country consisted mainly of snow-bound tundra or impenetrable forest. Opinion was friendly, but not particularly well informed. What are the facts?

Finland, having been under Swedish rule until 1809 when she was ceded to Russia as a semi-autonomous Grand Duchy, became fully independent in 1917. The Republic which was then set up has endured. Despite having been defeated in the 1939-45 War and having lost valuable territories to the Soviet Union under the Peace Treaty, Finland has retained her independence and there are no foreign troops on her soil. Trade with the Soviet Union, as we shall see later in this article, is obviously of great importance to Finland, but if one counts the trade in both directions it is Britain, not Russia, which is her greatest trading partner. The second most important partner is, in fact, Russia, with Western Germany in third place. British exports to Finland last year were worth £53·8 million f.o.b. British port, and our imports from Finland £98·6 million c.i.f. These are no small figures for a country of only 4½ million inhabitants. While we would like to see our adverse trade balance with Finland reduced, our exports to Finland in 1963 in fact exceeded those to Japan, Argentina or Pakistan. Western Germany has a favourable trade balance with Finland, and there seems to be no logical reason why the pattern of our own trade should not be similar. The market is clearly there.

It is quite true that one-third of Finland's territory lies within the Arctic Circle and that even the southern tip of the country stands at the latitude of the Shetland Islands or of Baffin Bay. This does not, however, mean that these northern territories are a frozen waste. A high proportion of Finland's water power needs is provided by the Kemi and Oulu Rivers which run just south of the Arctic Circle, and wood pulp and chemical works are operating the whole year round in areas but an hour of two's drive from the Circle. The ports of Kemi and Oulu are kept open by icebreakers for most of the year, and the southern ports for the entire year. Communications in the Arctic regions are maintained throughout the winter by air and rail services as far as Rovaniemi, the capital of Lapland, and beyond that by roads which are passable by normal motor vehicles equipped, of course, with snow tyres. Temperatures during the height of summer, on the other hand, when the sun hardly sets, can be as high as 80 degrees Fahrenheit. It is the mosquito rather than the polar bear which worries the visitor!

It is also true that a good deal of the country is covered by forest, but this forest is scientifically tended and provides the country's greatest source of raw material for her sawmills, pulp wood, wallboard, pulp and paper mills and rayon and chemical plants. Products derived from the forest account for 72 per cent of Finland's exports. They only account, however, for a much smaller proportion of the total national production.

Finland is an up-and-doing country, and the whole atmosphere is one of energy. The metal-working industries, which are the sector expanding most rapidly, provide 19 per cent of exports. Most of these exports go to the Soviet Union under a Trade Agreement. Such industries were expanded immediately after the Second World War to meet the needs of war reparations, and since these were paid off in 1952, have continued to be kept employed to fulfil the quotas under the Agreement. Finland already accounts for 10 per cent of world production of paper-making plant and possesses the world's acknowledged experts in icebreaker construction. Finnish yards build tankers and dry cargo ships up to 13,000 tons. The two Finnish motor factories, using British engines, together produce nearly 3,000 heavy motor trucks a year and some of these have already found export markets as far afield as South America. Other important export industries include transformer, water turbine and electrical works and a large cable factory all working to a significant extent for export. The tendency, therefore, is for Finland to become less dependent upon the forests for her livelihood.

Despite the high latitude, agriculture is possible, although the State bears a heavy burden in the form of subsidies required to keep it competitive with that of countries more favoured by nature. For some years Finland has been Britain's greatest single market anywhere in the world for tractors – they are, of course, used here for forestry and snow clearance as well as for farming.

The Finnish standard of living, although behind that of Sweden, is high and is comparable with that of Norway. As quotas are increased and tariffs reduced under the terms of the 1961 Agreement associating Finland with EFTA, the market for our consumer goods of all types will become increasingly interesting.

Import regulations

It is therefore evident that Finland is a market of considerable interest to our exporters, both of capital goods and of consumer goods, but lest it should be thought that the picture is entirely rosy I should mention one or two of the difficulties which are now confronting us here. First, although Finland is an Associate Member of EFTA, and our market is almost wide open to Finnish goods with full EFTA advantages, we do not, for our part, enjoy full EFTA benefits in the Finnish market as regards liberalization and tariff reductions. Although Finland is making good progress in the elimination of quantitative import restrictions, a number of commodities are still subject to import licensing. Secondly, in order to protect Finland's own industries, tariff reductions on a large number of items, of which the most important from our point of view are textiles, have been extended over a longer period than that prescribed by EFTA. Thirdly, although the long-term economic outlook for Finland is far from discouraging, there is at the present time some degree of stagnation in the Finnish economy. The State's own finances, too, give cause for anxiety and budgetary deficits are being met by the issue of internal State loans at high rates of interest which inhibit deposits with the commercial banks and hence restrict private capital investment. Thus, in 1963, there was some slackening of import demand and hesitation in investment. There are, however, signs that the present slight recession will shortly improve. On balance, the outlook generally for the British exporter to Finland is quite hopeful and will steadily improve as tariff walls and quota barriers are dismantled under the terms of the Finland-EFTA Agreement.

What should be the best line of attack upon the Finnish market? The first thing to remember is that the major part of the market is already liberalized, particularly in the field of capital goods. The metal-working industries continue to expand and, in many cases, to re-equip. The textile industries, now undergoing a process of rationalization, are also re-equipping, and there is no significant local textile machine production with which to compete. A British firm was recently awarded a contract worth initially about £3·4 million for the construction of a steel rolling mill, part of Stage II

of the Finnish State steel works. British firms are also competing for new projects including a new State oil refinery and the electrification of the Finnish railways. The restoration of the Saimaa Canal (running from Lake Saimaa to the Gulf of Finland through territory ceded to the Soviet Union under the Peace Treaty) will shortly be started. The civil engineering work will be done by Finnish companies, but there will inevitably be a good deal of ancillary equipment and contractor's plant required.

Consumer goods are a field in which a good deal of expansion should be possible. Hitherto, the existence of import quotas and, in some cases, of high rates of duty have discouraged British exporters. The expansion of the global quotas, however, continues apace, while tariff cuts (even if some items are subject under the terms of the Finefta Agreement to a slower rate of reduction than others) have now begun to 'bite' and to make British goods increasingly attractive.

As regards consumer goods design, we have come across an interesting phenomenon. The Finns are well known as pioneers of advanced design and have rightly acquired an international reputation for it. There is a tendency among store buyers to be 'conservatively modern' and to reject anything which is not strictly in line with the latest Scandinavian thinking. Experience has shown, however, that there is a latent desire for less austere styles. British designs inspired by traditional themes, but in a modern mood, may well come into their own if, as may be expected, public taste begins to change in a more traditional direction.

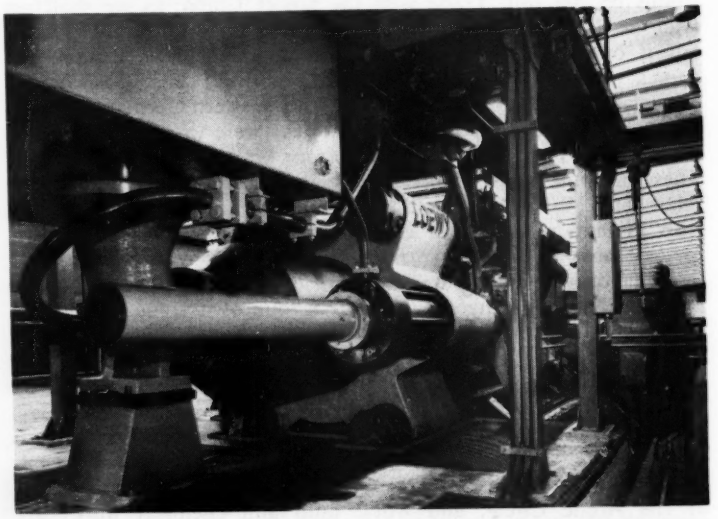
I would give the following picture of our market prospects. As investment picks up in Finland in 1964, market opportunities for machine tools, textile machinery, etc. should be very good. There is also a good deal of ancillary industrial equipment (e.g. electronic and measuring equipment) and power plants which we could provide. Our showing, particularly in the machine tool field, has been disappointing in past years, but now that we can compete with the best as regards delivery times, credit terms and prices, there is no reason why we should not win a greater share of the market in future.

For consumer goods the market is steadily improving, but British firms must be prepared to assist their agents with advertising.

Agencies for British Goods

Lastly, a word about agents. In the days when British firms were not showing the same degree of interest in Finland as they show today, and British prices and delivery dates were less attractive than those of some of our competitors, agencies for British goods did not always attract the best firms in Finland. All this has now changed radically, and we can expect to have the best people to represent us. British importers would be well advised to review their agency arrangements in the market in order to satisfy themselves that they are, in fact, as well represented as possible. In the majority of cases, firms are probably as well represented as they can reasonably expect, but even where agents are good, a visit from Britain will help to keep them up to the mark. Agents are particularly important in Finland for two reasons. Firstly, in a small capital like Helsinki, agency firms tend to be relatively few in number and to collect a good number of agencies, some of which can easily go by default unless the principals take a keen interest. Secondly, tenders in Finland are not published, with the result that unless the agent has good contacts and ensures that he is on the distribution list for tenders, his principal's interests can easily suffer. The Embassy naturally report to the Board of Trade all major projects known to them, but this cannot take the place of direct and personal interest on behalf of individual firms.

One final word on visits. Although the most attractive time to visit Finland is in June and July during the short but usually delightful summer, for reasons of health, Finnish firms send their staff on holiday during this period and leave only skeleton staffs. Business is most easily conducted between September and May. The mid-winter period, which is the best for business, is not so rigorous as might appear. All buildings are well heated, and a good warm coat, rubber-soled shoes, gloves and hat will protect the visitor on his short spells of exposure to the sub-zero temperatures outside.



Finland and the British market

by Carolus Lassila, Counsellor (Economic), Finnish Embassy, London

BEFORE THE Second World War, any consideration of Finnish exports to Britain could have been easily reduced to a few basic assertions that Finland's economy was based on agriculture and forestry, that wood and derivatives thereof accounted for more than four-fifths of her exports, and that the United Kingdom was by far the most important buyer of these Finnish export commodities. A reference to butter and eggs would have rounded off the survey.

A glance at the economy of present-day Finland reveals a change so significant that a general re-appraisal seems to be called for.

To begin with, agriculture has lost its position as the means of livelihood of the majority of the Finnish people. Whilst the percentage of people living mainly from farming, as compared with the country's population, was 60 per cent in 1930, and still 51 per cent in 1940, it was down to 32 per cent by 1962. Notwithstanding this, Finland's total agricultural production is nowadays nearly 20 per cent higher than in the late 'thirties (and this in spite of the territorial losses she incurred as a result of the War). On the other hand, the proportional share of agriculture in net domestic production has been nearly halved (some 20 per cent before the war, but no more than 11 to 12 per cent in recent years). These figures indicate that, whilst agriculture has been intensified, other sectors have absorbed the labour reserves and increased the output at a still more rapid pace. This is true especially of industry and construction. In the year 1962, the volume of industrial production was over three times that of 1938.

The development of industry, however, has not been merely one of straightforward growth on a traditional basis. The old classification of Finnish industries into exporting and home-market ones has lost much of its meaning. Formerly the term 'export industry' was virtually synonymous with forest industry: in the year 1936 – to take an example – no less than 92 per cent of manufactured articles exported by Finland consisted of woodworking industry products. After the war, however, many of the former home-market industries have become export-minded. A conspicuous example is provided by the engineering industry, which has increased its share of overall exports from one per cent in 1936 to nearly 19 per cent in 1962. Nevertheless, the forest sector (including both wood and its derivatives) still accounts for 72 per cent, but even here a change is taking place: Finland exports each day comparatively less 'green gold' in its cruder forms, the higher derivatives of wood emerging more and more into the foreground.

Britain's position as Finland's trading partner number one is well known. From the volume of Finnish-British trade, as well as its traditional character, it is clear that no sudden changes deeply affecting the general pattern can be foreseen. Finland, for her part, eagerly hopes to maintain her position as a supplier of timber, pulp, paper, cardboard and other traditional woodworking industry products to the United Kingdom.

However, the British market could well be receptive to a number of 'new' Finnish products. This holds true, in particular, in cases where Finland, owing to climatic conditions or other similar reasons, is specifically equipped to offer a definite kind of produce or has had a special incentive to develop a certain manufacturing technique, design or quality. A few examples may illustrate this.

The Finnish woodworking industry once started, of course, with foreign-made machinery. With the times, the Finns have become experts not only in the wood-processing techniques as such, but in the manufacture of the corresponding machinery as well. Entire woodworking plants are nowadays supplied to several foreign countries. The challenge of nature has called forth another important development of the engineering industry: Finnish-made machinery and equipment for agriculture and public works have been successfully tested in difficult circumstances in different parts of the world. The high level of the Finnish shipbuilding industry certainly owes something to the severe winter conditions – but it should be remembered that its production is not limited to ice-breakers.

We could go on enumerating investment goods nowadays exported by Finland – a reference to electric machinery and equipment would not be out of place – but for a fuller picture of the diversity of Finland's exports we must turn our attention to consumer goods.

An evaluation of Finland's exporting prospects in this field should be based on the fact that Finland represents what may conveniently be called the Scandinavian way of life. Its elements include a high standard of living and a democratic society aiming at social justice in an economy based on free enterprise. However, there is something more to it. The aim is not only to provide housing, clothing and other commodities so as to satisfy the material needs of the welfare-state citizen. It goes beyond this, endeavouring to create these commodities not only warm, hygienic, durable, or whatever the practical requirements might amount to, but to make them also aesthetically attractive, so that the use of them can give rise to an inner satisfaction. Two aspects, therefore, emerge here: quality and design.

Under this heading comes a wide range of modern Finnish products, such as furniture, household utensils, decorative objects and jewellery, and even textiles have proved highly 'designable'. Among the latter, upholstery and curtain fabrics constitute a natural follow-up to furniture design and home-planning, but it should not be forgotten that, in an analogous way, suitings and even ready-made clothing are produced in the spirit of 'design-and-quality'. It should be noted that this, for instance in the case of children's outfits, means that the requirements of outdoor life are taken into account. The same applies to footwear.

I would not, however, leave the design theme without a reference to the various products that Finland nowadays offers to the house-builder, ranging from building materials proper to building hardware and wall-papers.

Finally, to take an example of perishable consumer-goods, I would mention the wild berries of the Finnish forests. Many of them are typical of the arctic or sub-arctic region, and the long hours of daylight during the short Nordic summer give them their exquisite taste and a high vitamin content. Prepared in various ways, they would certainly make suitable additions to the British housewife's shopping-basket. There are even a couple of delicious liqueur brands based on these berries.

In the foregoing I have tried to give a brief *exposé* of the groups of products by which the image of Finland's exporting capacity could be brought up-to-date. It goes without saying that no radical modification of the traditional pattern of Finnish exports to the United Kingdom is hereby visualized. However, Finland as an associate member of EFTA, has great hopes of the relationship thus created between the two countries. It is expected that this relationship will provide the British businessman with an incentive to develop commercial relations further with Finland. Such relations, I am convinced, would mutually benefit the two countries and strengthen the friendship so happily existing between them.

Pictures on page 44 *show* (*reading from the top*):

Finnish communications depend greatly upon shipping. Mr. Edward Heath, then Lord Privy Seal, is seen here visiting Messrs. Clarksons display in the British Shipping Services stand at the 1963 Helsinki Maritime Exhibition. Left to right are Mr. Shorter of Clarkson and Co. Ltd., Mr. Edward Heath, Mr. Arthur of Clarkson and Co., and Mr. Stobart, then Commercial Counsellor at the British Embassy

Making hay at Kangasala, near Tampere, Finland, with a British-built McCormick International B-414 tractor

A 2,000-ton Loewy hydraulic machine extruding continuous aluminium sections at the Batvick Works of the Finnish Cable Factory Oy.

Timber to be processed at the Kaukopaa pulp mills of Enso-Gutzeit.

Effective exporting

by Sir William McFadzean, Chairman of the Export Council for Europe

Service and maintenance unit on Bedford J3C2 lorry, used by the Copenhagen Tramways Company

OUR JOB in the Export Council for Europe has been to try to bring to the attention of all British Industry and Commerce the importance of the great Continental market, of which our EFTA trading partners are such a vital part, and the exciting opportunities it presents.

British Industry and Commerce have responded splendidly. The increase in exports to Western Europe over the past three years—from £1,137 million in 1960 to something like £1,520 million at the present time—is a great success story, the main credit for which must go to the hundreds of British firms, large and small, who have done the real work.

In the three years of its lifetime and its contacts with industry and commerce, either through its sponsoring organizations or direct through its publications, its many inward and outward missions, its conferences and man-to-man talks with those who do the actual exporting, the Council has, however, learned as well as taught.

We have learned, on our side, that while few of those who make and do in British industry need to be told the obvious, considerable uncertainty still persists, not so much about the 'why' of exporting, but about the 'how'.

The Export Council for Europe, which has a 'parish', or perhaps more aptly described today as a 'diocese', of 19 countries (those of EFTA, the Common Market and six others in neither group), to which Gibraltar, Cyprus and Malta have recently been added, has never singled out any one group of markets for greater or less attention than the others. They all call for our maximum effort. Nonetheless, after the breakdown of the Brussels negotiations over Britain's application to join the Common Market, a re-assessment of this country's approach to European markets was clearly necessary. This certainly includes a searching new look at EFTA, now taking 32·8 per cent of all United Kingdom exports to what, I must call for short, the Export Council area.

To EFTA markets, as to any others, successful exporting calls for planning. Trading can be thought of as a kind of warfare, waged not with bullets and bombs but with products, prices and selling campaigns. Indeed, as the late Sir Frederick Hooper described it at the National Convention organized by the Export Council in 1961, economic and military warfare present certain parallels. Both require careful planning in advance and in operation. For both there must be generals and soldiers. Technical skill in either sphere is of the utmost importance. And, first and last, there must be faith in the command and in the cause—in this case Britain's economic livelihood, which affects us all.

With the gradual lowering and finally the abolition of tariffs, we have splendid opportunities for increasing our exports to the countries in EFTA. At the moment we are not doing as well as we should. German exports, for example, to EFTA (excluding Britain) last year exceeded £931 million as compared with ours of just over £554 million. Clearly we must do better than this. Many of the EFTA countries have very high standards of living, and an impressive purchasing power among the middle classes, calling for goods which they make themselves or can obtain from other sources than Britain, but in relation to which the very natural desire of affluent population groups to find and buy things which are "different" – sometimes simply because they are different or a departure from home standards or designs – is a factor very much to be taken into account.

I have mentioned the need for planning in relation to any export campaign. From the many discussions we have had at regional conferences and the like, with industrial groups composed of large, medium and small firms in this country a basic 'order of battle', has emerged. It may be of interest to develop some of its aspects, here distilled from a large number of occasions, and in response to a great number of questions put by manufacturers to the experts we had made available, including authorities from EFTA and other markets in Europe.

The 'how' of exporting, especially to the countries of Western Europe, with their kaleidoscopic variety of tastes, traditions, needs, languages and standards, can bewilder a newcomer, yet certain fundamentals are true for all cases.

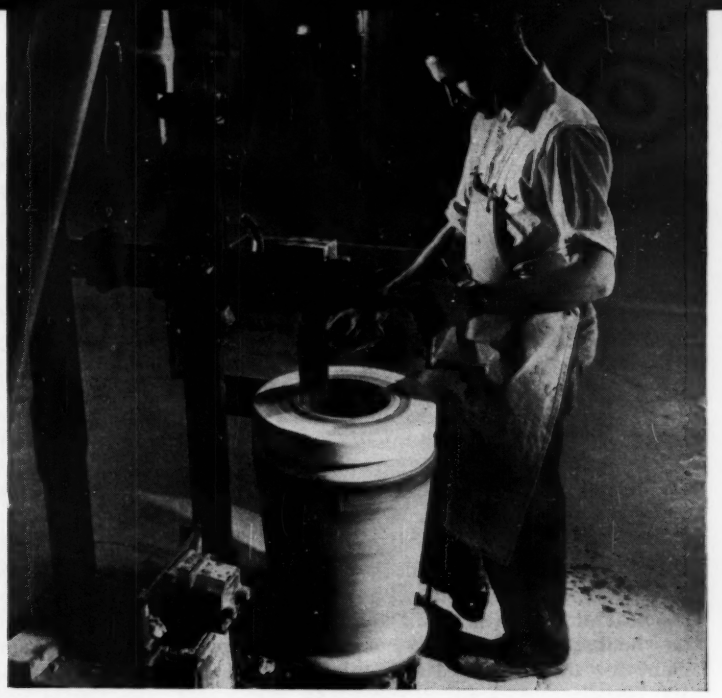
The 'order of battle' found to be most workable runs on these lines: market information, personal visits, appointment of agents, selling campaign, after-sales service.

Every exporter, even when well established in a market, must have a continuous flow of market information. He cannot afford not to keep up with technical changes, changes in taste in rapidly developing markets, and in distribution methods. If he is tackling a new market or launching a new product he may also need to make intensive market studies. What he needs in all cases is general information about the country; product information to enable him to judge whether his goods will be saleable and what modifications will be needed; promotional information on types of retail outlets and types of agents that are suitable; promotional information on how to use available publicity and advertising channels; and financial information on payment conditions, customs duties and the credit worthiness of customers.

A great deal of this information can be obtained free of charge from the Board of Trade or, if one is a member, from such organizations as the Association of British Chambers of Commerce, the Federation of British Industries, and the National Association of British Manufacturers – all of which are among the Export Council's sponsors. Other sources obviously accessible on some basic questions are public libraries, banks (most of the big banks have extensive resources at the disposal of their customers) and, of course, market consultant agencies at a fee.

Also useful to remember in this connection are the services of Export Merchants, Confirming Houses and Factors. The first, operating from this country, will often act as principal, buying goods outright and thus in effect creating for the exporter the circumstance of dealing with a domestic customer, then taking over responsibility for shipping and selling and collecting payment. The second operates in the reverse way, acting as representative of the buyer abroad. The factor buys from the exporter the indebtedness of the latter's overseas customer, thereafter taking complete responsibility for the deal.

Shop window display of British menswear, AB Sven Gulin, Gothenburg



The Morgan Crucible Group's exports of these clay-graphite crucibles to the EFTA countries have expanded enormously over the past few years. EFTA now forms their most important market.

Once the basic information has been obtained, showing the market or markets to be of potential interest, a personal visit is essential preferably at the highest level. No one should know his own business better than the boss, who can also take decisions and indeed sign a contract on the spot – frequently the best way of securing an order before someone else does.

Visits, however, need not be confined to one-way traffic. Nothing, we have found, is more helpful to the stimulation of existing export trade, as well as to its inception, than a chance for seller and buyer to talk together. This is infinitely more useful than printed circulars, photographs of products, specifications or other second-hand methods. A recent most successful instance of the value of personal contact has been the arrangement whereby directors and managers of 30 Birmingham engineering companies, travelling by air under a joint plan of the British Swedish Chamber of Commerce and the Birmingham Chamber of Commerce, spent a week with their opposite numbers in Stockholm and Gothenburg.

Here was an invasion into the heart of EFTA, since Swedes buy £22 a head of British goods in a year and have been buying steadily more from us over the past five years. The great British Trade Fair in Stockholm in 1962 has certainly proved to have been a stimulant.

Next on the programme of the prospective exporter is settling on an agent. Here the most important qualification is that the man or organization selected should be respected in his own country, be knowledgeable in all facets of commerce and the likes and dislikes of his compatriots in the commercial field and have, first and last, integrity. It is less important that he should be highly qualified in the technicalities of the British product. That service can be provided from home. He should, of course, speak the local language, and often it is preferable to be a native of the overseas country.

Selling campaigns must be considered in the light of varying factors, including the degree of concentration and scope of expenditure decided on, the nature of the market as shown from initial investigation and a decision as to whether a co-operative approach, in conjunction with another British firm, or several firms, not in direct competition abroad, is desirable. An instance of success of companies working together is provided by the caravan industry, where eight British firms, co-operating in export selling, formed a joint company through which all their sales were effected. In three years' experience this group has been markedly successful.

A note is worth inclusion here that use of the right language, as is done with striking success by some of Britain's most powerful competitors, can often greatly help initial contracts and even more continued sales, especially in regard to consumer products.

Once a product has been sold, a contract signed and sealed and delivery begun, the vital question of after-sales service arises. In this respect criticisms of British performance, once all too frequent, are increasingly being replaced by words of praise. This is especially true in the car industry. As only one example, three years ago British cars, though liked for their engineering reliability, were not too popular in Switzerland, principally on account of alleged unsuitability for Swiss road and climatic conditions, and details of accessories, but mostly because of deficiency in after-sales service. The very much better organization now established by the motor industry has led to a marked change. British cars are now third on the list of imported vehicles in this valuable EFTA market, having overtaken Italy.

These, then, are some of the main tactics worth considering in the fundamental strategy of furthering the expansion of British exports to EFTA and other Continental markets.

Of the many activities of the Export Council for Europe it may be sufficient here to mention the present drive, in close co-operation with the Board of Trade and other Government Departments, to implement a plan for a new type of British Week, the first to be held in 1964 at Dusseldorf in May and in Denmark (an EFTA country) in September. While British Weeks offices, under the direction of Government officials, have been opened in Dusseldorf and Copenhagen to establish and maintain liaison with local retail outlets and organize supporting programmes, the Council has been making intense efforts to interest British manufacturers over the whole range of consumer goods in these opportunities for the promotion of direct sale to the Continental public.

Numerous meetings with representatives of appropriate industries have been addressed by Council members, both regionally and by industry, and a wide distribution has been secured for a leaflet explaining the purpose of the Weeks and inviting application for copies of two comprehensive handbooks designed to assist exporters in the West German and Danish markets.

Exporting covers an ever-widening field of activity and involves private and organized industry and commerce, co-operation with Government Departments at several levels, study of finance and transport questions, of statistics and of changing trends in markets and production. It is not, and cannot be, a single battle, but is a long, sustained campaign in which all must do their utmost,

In this campaign we must not overlook any aspect of the European market. But the group of countries within our EFTA partnership calls for special attention at the present time, since it now offers great opportunities for the enterprising British exporter.

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Service and maintenance unit on Bedford J3C2 lorry, used by the Copenhagen Tramways Company

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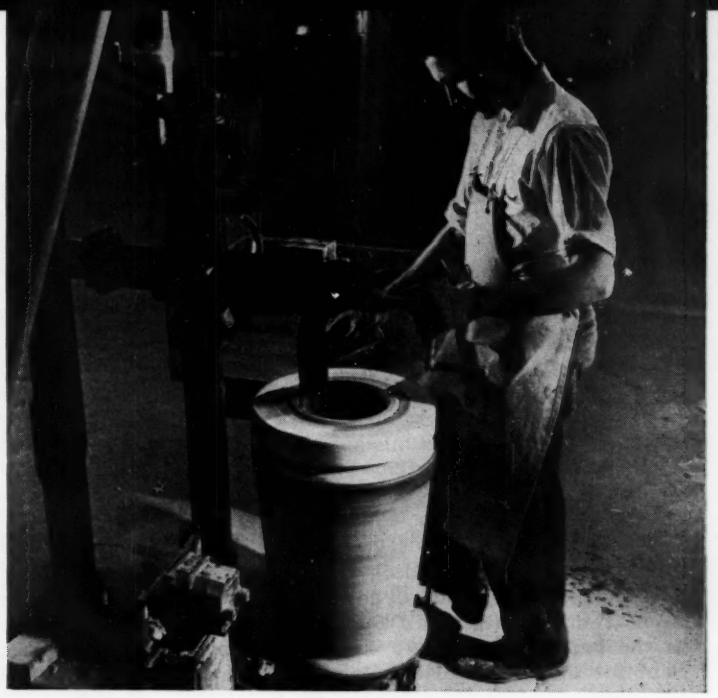
A great deal of this information can be obtained free of charge from the Board of Trade or, if one is a member, from such organizations as the Association of British Chambers of Commerce, the Federation of British Industries, and the National Association of British Manufacturers – all of which are among the Export Council's sponsors. Other sources obviously accessible on some basic questions are public libraries, banks (most of the big banks have extensive resources at the disposal of their customers) and, of course, market consultant agencies at a fee.

Also useful to remember in this connection are the services of Export Merchants, Confirming Houses and Factors. The first, operating from this country, will often act as principal, buying goods outright and thus in effect creating for the exporter the circumstance of dealing with a domestic customer, then taking over responsibility for shipping and selling and collecting payment. The second operates in the reverse way, acting as representative of the buyer abroad. The factor buys from the exporter the indebtedness of the latter's overseas customer, thereafter taking complete responsibility for the deal.

Shop window display of British menswear, AB Sven Gulin, Gothenburg



The Morgan Crucible Group's exports of these clay-graphite crucibles to the EFTA countries have expanded enormously over the past few years. EFTA now forms their most important market.

Once the basic information has been obtained, showing the market or markets to be of potential interest, a personal visit is essential preferably at the highest level. No one should know his own business better than the boss, who can also take decisions and indeed sign a contract on the spot – frequently the best way of securing an order before someone else does.

Visits, however, need not be confined to one-way traffic. Nothing, we have found, is more helpful to the stimulation of existing export trade, as well as to its inception, than a chance for seller and buyer to talk together. This is infinitely more useful than printed circulars, photographs of products, specifications or other second-hand methods. A recent most successful instance of the value of personal contact has been the arrangement whereby directors and managers of 30 Birmingham engineering companies, travelling by air under a joint plan of the British Swedish Chamber of Commerce and the Birmingham Chamber of Commerce, spent a week with their opposite numbers in Stockholm and Gothenburg.

Here was an invasion into the heart of EFTA, since Swedes buy £22 a head of British goods in a year and have been buying steadily more from us over the past five years. The great British Trade Fair in Stockholm in 1962 has certainly proved to have been a stimulant.

Next on the programme of the prospective exporter is settling on an agent. Here the most important qualification is that the man or organization selected should be respected in his own country, be knowledgeable in all facets of commerce and the likes and dislikes of his compatriots in the commercial field and have, first and last, integrity. It is less important that he should be highly qualified in the technicalities of the British product. That service can be provided from home. He should, of course, speak the local language, and often it is preferable to be a native of the overseas country.

Selling campaigns must be considered in the light of varying factors, including the degree of concentration and scope of expenditure decided on, the nature of the market as shown from initial investigation and a decision as to whether a co-operative approach, in conjunction with another British firm, or several firms, not in direct competition abroad, is desirable. An instance of success of companies working together is provided by the caravan industry, where eight British firms, co-operating in export selling, formed a joint company through which all their sales were effected. In three years' experience this group has been markedly successful.

A note is worth inclusion here that use of the right language, as is done with striking success by some of Britain's most powerful competitors, can often greatly help initial contracts and even more continued sales, especially in regard to consumer products.

Once a product has been sold, a contract signed and sealed and delivery begun, the vital question of after-sales service arises. In this respect criticisms of British performance, once all too frequent, are increasingly being replaced by words of praise. This is especially true in the car industry. As only one example, three years ago British cars, though liked for their engineering reliability, were not too popular in Switzerland, principally on account of alleged unsuitability for Swiss road and climatic conditions, and details of accessories, but mostly because of deficiency in after-sales service. The very much better organization now established by the motor industry has led to a marked change. British cars are now third on the list of imported vehicles in this valuable EFTA market, having overtaken Italy.

These, then, are some of the main tactics worth considering in the fundamental strategy of furthering the expansion of British exports to EFTA and other Continental markets.

Of the many activities of the Export Council for Europe it may be sufficient here to mention the present drive, in close co-operation with the Board of Trade and other Government Departments, to implement a plan for a new type of British Week, the first to be held in 1964 at Dusseldorf in May and in Denmark (an EFTA country) in September. While British Weeks offices, under the direction of Government officials, have been opened in Dusseldorf and Copenhagen to establish and maintain liaison with local retail outlets and organize supporting programmes, the Council has been making intense efforts to interest British manufacturers over the whole range of consumer goods in these opportunities for the promotion of direct sale to the Continental public.

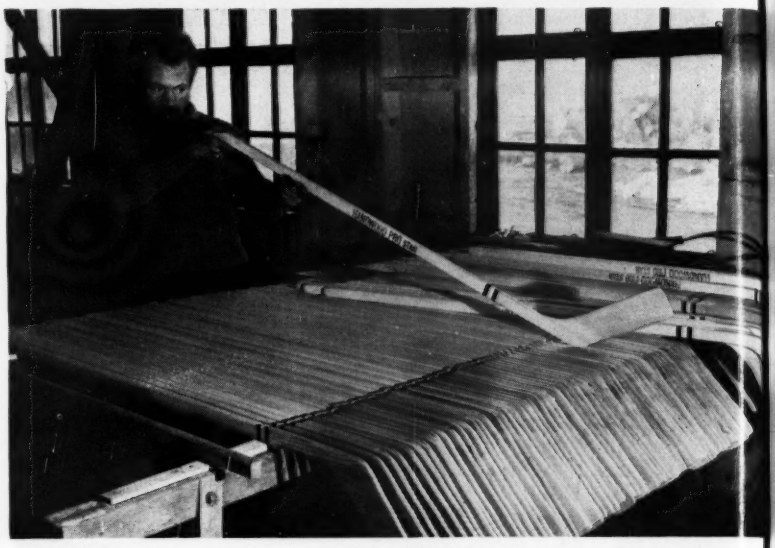
Numerous meetings with representatives of appropriate industries have been addressed by Council members, both regionally and by industry, and a wide distribution has been secured for a leaflet explaining the purpose of the Weeks and inviting application for copies of two comprehensive handbooks designed to assist exporters in the West German and Danish markets.

Exporting covers an ever-widening field of activity and involves private and organized industry and commerce, co-operation with Government Departments at several levels, study of finance and transport questions, of statistics and of changing trends in markets and production. It is not, and cannot be, a single battle, but is a long, sustained campaign in which all must do their utmost,

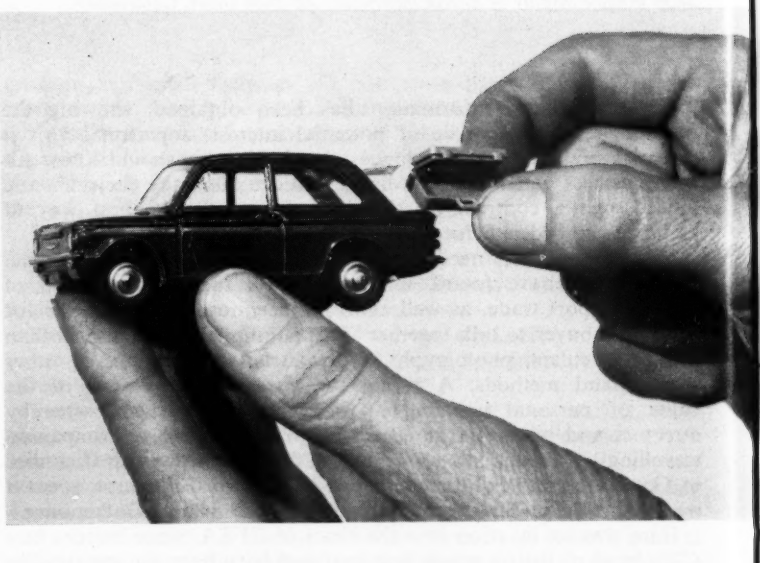
In this campaign we must not overlook any aspect of the European market. But the group of countries within our EFTA partnership calls for special attention at the present time, since it now offers great opportunities for the enterprising British exporter.

Do you *still* make tramcars?

by H. Birtles, CBE, Director, Export Services Branch, Board of Trade



THIRTY TWIN-CAR single deck trams required for Zurich Tramways. Three hundred diesel-powered buses required for Copenhagen Tramways (they still keep the old name). Are these rather on the large side for you? Then how about a water treatment plant for the municipal swimming pool at Evora, Portugal? Or 100 electric motors for Norway? Or metal and rubber hose and fittings for Sweden? Or hand saws, drills, screwdrivers, pincers and pliers for Switzerland? Or dress materials for Finland? Or telephones and telephone equipment for the Austrian Posts and Telegraph Authority? These are just a few of the opportunities in EFTA countries which have passed over the desks of the Export Services Branch of the Board of Trade quite recently (and, as subscribers will know, have been published in the *Export Service Bulletin*). Some of them may have been right up your street. Did you know about them and, if so, did you go after the business?



We know that it is very difficult, especially for the smaller firm to keep in touch with every detail of opportunities arising day after day. Selling to the EFTA countries alone can form a heavy responsibility for any management, over and above the many others which it inevitably assumes. The Government knows this and sets out in a practical way to take some of the load off management's shoulders. The *Export Service Bulletin,* and the sort of contents which I have indicated, is one example of the practical help given. (If you are not a subscriber, send for a specimen copy to the Export Services Branch of the Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4.) There are many other ways in which the Government will provide your hard-pressed staff with practical, down-to-earth help and advice about your exports to the EFTA countries.

As statistics demonstrate, while Britain's share of the import trade of the EFTA countries is already good, it could be made substantially better. Apart from the advantages arising from the rapid elimination of tariff barriers, the EFTA businessman will often be prepared to lean over backwards to deal with British firms. Businessmen in Denmark, Norway and Sweden normally have as good a knowledge of the English language as you or I and are prepared to do their business in it. They have found by hard experience that they have to, because by numbers of population they are relatively small countries and foreigners seldom learn their languages. Communications with most of the countries of EFTA are direct and rapid, and doing business in them will seldom present a greater physical problem than for a Newcastle businessman to visit London or for a Bristol firm to contact its customer in Glasgow. Are we in future going to get a proper share of the growing prosperity of the EFTA countries which is there for the taking? The answer rests with each individual British firm and its hard-pressed executives. Let it be borne in mind that this is both business for Britain and for your company; business which can make all the difference between dynamic growth and stagnation.

If you need any sort of information or advice from the Board of Trade to help you to sell your goods in the EFTA countries, the point of contact is the Export Services Branch, or the nearest Regional Office of the Board of Trade. There are nine Regional Offices throughout Great Britain, and a similar service is provided

EMI Electronic's 4½-in. image orthicon camera in Copenhagen studio of Denmark's Radio

Pictures on page 48, *reading from top are*:
Mr. Howard Baker who started a one-man business making and selling ice hockey sticks in 1958 *and now has a thriving business. Ninety per cent of his hockey sticks are exported, mostly to Finland, Sweden and Norway.*

Exports of model Hillman Imps and other toys by the Mettoy Co. Ltd., Swansea, to Scandinavia and Switzerland have increased regularly since their introduction seven years ago, and have more than doubled in the last two years.

Smith's clocks and watches during a special sales promotion campaign in a Copenhagen shop.

by the Ministry of Commerce in Northern Ireland. The Export Services Branch also has an Export Information Centre at 50 Ludgate Hill, E.C.4, where the staff is glad and willing to deal on the spot at street level with any personal inquiries. The Board of Trade can provide answers from information which it has already on record to most of the questions and problems which beset exporters in all industries. Nevertheless, if the information needed is not available immediately, it can be obtained quickly from the Foreign Service Commercial Officers at our Embassies and Consulates in all the EFTA countries.

A reservoir of information

The Board of Trade has a reservoir of information stored up as a result of years of experience about market prospects in all the EFTA countries for particular products, and so far as the Board is concerned, no product is too particular. There is information waiting for you about business conditions, local production and imports, local tastes and peculiarities, trading methods and other foreign competition related to your product, however specialized and exceptional it may be. Precise and up-to-date information about tariff and import regulations is also available, and in all the EFTA countries these are changing so rapidly that they substantially can influence the possibilities of selling your product. Not only are details available of customs duties, import licensing and quota arrangements where they exist, but also details of such things as standards regulations (often a vital feature in many industries), certificates of origin, and merchandise marks.

If as a result of examining this information you are convinced that there is an opportunity for selling your product in an EFTA market, which you had not previously contemplated, then the next problem is how to establish a connection with a really good selling agent or representative. Few companies are in a position to set up their own selling companies overseas, and care in the selection of agents is a vital factor in the subsequent successful penetration of the market chosen. Here again the Board of Trade can do a good deal to help with this particularly difficult problem. Initially it will compile, with your help, a carefully prepared brief about the product and your requirements. Armed with this brief, the Board will consult the Commercial Officer in whichever of the EFTA countries you intend to sell. The Commercial Officer has a wide field of contacts and will be able to make suggestions about likely individuals, based on his personal knowledge and experience and after having approached them to establish interest in your product and willingness in principle to go further with your proposed agency or representation. It is not a question of just taking names off a list or card index, because experience has shown that satisfactory connections in any trade are seldom established in this way. But the decision about appointing an agent overseas naturally rests entirely with you, and no satisfactory agency arrangement can be cemented without personal consultation between you and the prospective agents, and almost certainly in consultation with your production and technical people as well. Economic progress in most places overseas has resulted in a shortage of technical sales staff, and it may be well worth your while to bring over to your factory anyone you intend to appoint as agent and give him a short course in your production practice. But when you have appointed an agent, this is only the beginning. Frequent consultations are essential, and it should be your objective to see that someone from your company visits your newly appointed agent and the market at least once a year, and preferably more often. Every third or fourth year you should think in terms of bringing him over to Britain for a refresher run round the works. If you invite his wife too, you may be astonished at the long-term effects it will have on your sales. When you are travelling in your markets, the Board of Trade will again be at your service. All you need do is to let us know where you are going, when, and with what object. We will provide you with background material, as well as any advice you may need about itineraries. There is no need whatever to take copious general notes with you, for all the general information about the country and its ways of doing business is in a series of booklets which the Board of Trade issues called "Hints to Business Men". (Never heard of them? Specimen copy from Export Services Branch.) They describe what goes on tradewise in all the EFTA countries. They are easy to read, up-to-date and will fit into your inside pocket. The Board of Trade will also write to the Commercial Officers in the places to which you are going and let them know you are coming and what you want to do. They will take a good deal of the preliminary work and worry from your shoulders by making arrangements for introductions where they are needed and collecting helpful information which will be waiting for you on arrival. It often happens that prior to your arrival our Commercial Officer has been talking to just the buyer or agent you want to meet, and because of his wide circle of contacts he may be able to provide you with pieces of off-the-record information or advice which will make all the difference to the effectiveness of your visit. If you do not call on him you may be losing a good deal.

Apart from the more obvious ways in which the Board of Trade can help you, there is much other background information which may be useful and which is yours for the asking when you need it. The Board maintains records of commercial status information about most EFTA firms and can advise you about their suitability as a trading partner or connection. (If it is only credit or financial information you need, however, it is best to get it direct from your bank manager.) The Board will do all it can to help you in the settlement of any commercial dispute which may arise between you and your customer, provided that the dispute is not the subject of legal proceedings. Often you may feel that if you only knew what your foreign competitors are selling in a market, you would feel sure that your own product would be able to compete. The Board of Trade can sometimes help by obtaining catalogues, trade literature and so on, published in the market, and where size presents no problem, can often buy for you sample goods, parts of components which you may need to examine and test – the only charge made being the actual out-of-pocket expenses for the purchase price and transport costs.

So there it is. You want business in the EFTA countries, but you no longer make tramcars. Never mind, there are many other things which we know are wanted. We know what they are and where the customers are to be found. Don't forget to look in at Ludgate Hill when you are passing. There is a good deal more we should like to tell you.

An ECGD policy: the seller's safeguard

THE PROSPECT of further tariff cuts within the EFTA area will certainly act as an even greater incentive to exporters to go ahead with expanding their markets there. By the end of 1966, when intra-EFTA tariffs and quotas on most industrial goods will have been eliminated, competition will certainly be tough, and exporters who have already established a foothold in these markets will be in a better position to meet it. This is where the Export Credits Guarantee Department can help. More and more exporters are realizing that an ECGD policy gives clear advantages in an expanding and highly competitive market.

While it is true that many exporters pick their buyers very carefully, nevertheless even for the soundest buyer there may be risks which he cannot control, such as government action, which could lead to non-payment. Even though the EFTA countries are rated among ECGD's better risks and premiums are correspondingly low, claims paid during the past few years show that risks do exist, as they do in any commercial undertaking. Even the most credit-worthy buyers can default (last year, for example, ECGD paid nearly £3 million insolvency and default claims, many on firms of hitherto good reputation) and the uninsured exporter can do nothing but accept his losses. By being over-cautious, and dealing with only known buyers, or with new ones in a very small way, sales initiative is stifled and new markets and new buyers remain untapped.

Export credit insurance, then, can be the means of expanding export sales, provided there is a worthwhile product and energetic management behind it. That this is being increasingly recognised is shown by the steady rise in the number of ECGD policyholders and in the volume of business transacted. The total commercial insurance undertaken by ECGD for the financial year 1962-63 was £915 million, compared with £710 million in the previous year, and the total number of policyholders rose from 5,310 to 6,132. 'Without ECGD we should have looked silly' is a characteristic comment from an exporter who, after doing business with a particular buyer for years is suddenly faced with that firm's default or insolvency. An ECGD policy has taken care of the major part of the exporter's losses.

What does an ECGD policy do? In general, it provides cover against loss arising from the buyer's insolvency, his failure to pay within six months of the acceptance of goods, or default on contract after shipment. It insures against loss by government action which may delay or prevent the transfer of exchange, impose fresh import licensing restrictions, or cancel current ones, and against any other cause of loss occurring outside the United Kingdom and not within the control of the exporter or buyer and not normally insurable with commercial insurers.

The standard form of cover is the Comprehensive policy, under which the exporter agrees to insure all his exports over a period of twelve months or three years. Every substantial market in the world is covered under Comprehensive policies and the average premium rate is now only 6s. 4d. per £100. These policies form the greater part of the Department's business.

For the 'small exporter' – that is any company with an export turnover of less than £10,000 a year – a separate form of cover has been devised. This enables the exporter to insure any individual buyer at a flat rate of premium – 13s. 6d. for every £100 insured, irrespective of credit terms or country of destination. The process is simple: the exporter pays in advance for a 'block' of cover, starting perhaps with an initial payment as low as £3 7s. 6d. for £500 worth of business. This facility is intended as an introduction to ECGD's services, and is available for the first £20,000 of insured business. After this it is usual for the exporter to change over to a standard ECGD policy.

There are, of course, other more specialized policies which cover large-scale projects, or those needing long periods of credit, or policies to insure intangible exports in the form of professional services. At the same time the basic Comprehensive policy can be adapted to meet special circumstances. In addition, firms are now realizing the importance of export credit insurance not only as a form of protection against unpredictable losses, or as a basis for increasing sales, but also as valuable collateral in seeking bank finance.

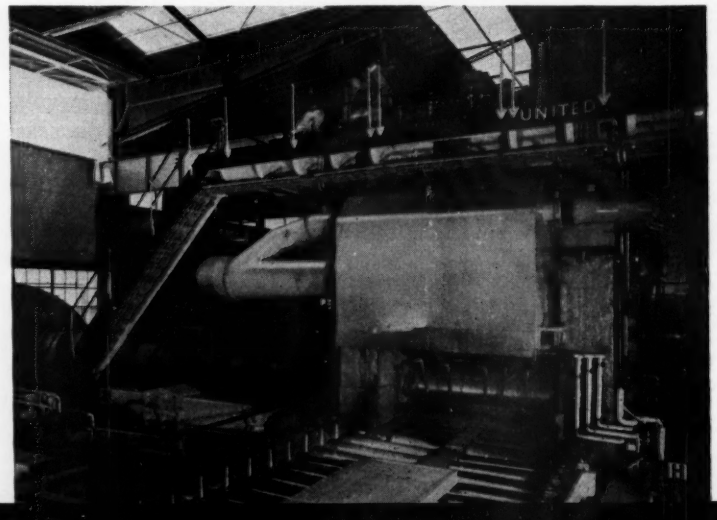
Apart from capital goods projects for which insurance is negotiated separately, the greater part of ECGD's cover is based on the principles of a fair spread of risk. This means that the exporter insures the whole of his export turnover, although 'selected market' cover is available provided it applies to business in a fair selection of markets; sales to United Kingdom merchants or subsidiary companies can be excluded.

Information on importers

The limits of credit that can be allowed to buyers can usually be established without delay. Here, ECGD can offer a service probably unrivalled in the United Kingdom. For EFTA countries alone it has files on more than 21,000 importers with whom existing policy-holders are dealing, and so is in a good position to assess the buyer's ability to meet his obligations. In addition, any local ECGD branch office can agree figures on 13,400 EFTA buyers at once, by telephone if necessary. Some 500 of these credit-limit applications, for all markets, are received every day by ECGD and more than half are cleared within one to three days. If little or nothing is known about the buyer either in ECGD or in the City, overseas informants are contacted, urgent enquiries being made by Telex or cable. In the case of the EFTA countries, the average time for a reply is five days.

Today it can be said that ECGD caters for exporters of all kinds – from the small firm often with no experience at all to large concerns with export turnovers running into millions. It has adapted its services to keep pace with the changing patterns of trade: in fact in some cases the actual pattern has been transformed, allowing credit-giving which would never have been possible without the facilities of export insurance, thus bringing new markets and new buyers within the range of even the most conservative exporters. With the promise of a further expansion in the trade between EFTA countries this year, still more prospects for increased exports will be offered to British manufacturers. With an ECGD policy to protect him, plus energetic salesmanship, the exporter can face his overseas competitor with confidence.

This four-high hot reversing mill for aluminium sheets was supplied by Davy & United Engineering Co. Ltd., Sheffield, to the Chippis Works of Swiss Aluminium Ltd., in 1963.



Export Service Bulletin market reports

THE FOLLOWING is a list of titles of market reports (and their dates relating to the EFTA countries, including Finland) which have been published in Supplements to the *Export Service Bulletin*. Copies of these market reports can be obtained from the Export Services Branch.

Austria

Clothing – Men's ready-made outerwear,	July 29, 1963
Furniture (reproduction),	May 6, 1963
Metallurgical furnaces,	June 18, 1962
Office machinery,	January 22, 1962
Refrigerators, washing machines and refrigerator counters,	September 23, 1962
Spray equipment,	August 1, 1960
Tools (portable power),	November 12, 1962

Denmark

Electrical equipment (other than rotating electrical machinery)	May 1, 1961
Footwear,	June 26, 1961
Mechanical handling equipment,	November 4, 1963
Refractories,	November 26, 1962
Roadmaking machinery and construction equipment,	April 8, 1963
Sewing machines,	May 19, 1961
Textiles – wool,	July 17, 1961
Toilet preparations,	January 22, 1962
Tools – portable power,	October 3, 1963
Vehicles (motor),	January 25, 1960
Weighing machinery,	November 27, 1961

Finland

Coated abrasives,	March 28, 1960
Marine equipment,	December 31, 1962
Radio and television receivers (domestic),	May 29, 1961 and June 5, 1961

Norway

Clothing – hosiery and knitwear,	February 15, 1960
Clothing – women's outerwear,	April 25, 1960
Leather and leather goods – dressed leathers,	September 10, 1962
Radio and television sets and record players,	September 23, 1963
Sewing machines,	August 19, 1963
Tools – hand,	June 13, 1960
Toys,	January 1, 1961
Sports goods,	June 10, 1963
Swiss buying organizations,	July 29, 1963
Swiss market for sanitary pottery, brassfoundry and iron and steel baths – some notes on,	September 23, 1962
Tools – engineers' small,	March 28, 1960
Tractors – agricultural,	June 18, 1960

Portugal

Clothing – hosiery and knitwear,	October 10, 1962
Cutlery and flatware,	May 21, 1962
Electrical appliances,	December 4, 1961
Jewellery,	July 17, 1961
Marine diesel engines for fishing craft,	February 18, 1963
Poultry industry – equipment for,	November 18, 1963
Radio and television receivers – domestic,	June 12, 1961
Refrigerators – domestic,	December 18, 1961
Sewage and refuse disposal plant,	July 30, 1962
Tools – hand,	February 19, 1962

Sweden

Caravans,	July 29, 1963
Cargo handling equipment,	January 1, 1962
Clothing – men's wear, certain accessories,	January 24, 1963
Clothing – women's knitted and woven outerwear,	October 7, 1963
Cinematograph equipment,	June 4, 1960
Electrical apparatus,	January 28, 1963
Engines – internal combustion,	May 23, 1960
Firefighting equipment,	June 12, 1961
Food and drink – seed oats,	November 13, 1961
How to package, present and finish goods,	November 14, 1960
Man-made fibre fabrics,	January 29, 1962
Mechanical handling equipment,	September 25, 1961
Photographic equipment,	June 4, 1960
Plastics raw materials,	December 18, 1961
Pottery – domestic,	July 25, 1960
Process control instruments – industrial,	April 22, 1963
Toilet preparations,	November 6, 1961
Tools – hand,	September 2, 1963
Toys and games,	May 4, 1963
Vehicles – load carrying and buses,	July 8, 1963

Switzerland

Clothing – infants' and children's wear,	September 2, 1962
Clothing – women's fashion wear,	February 19, 1962
Cutlery and silverware,	January 1, 1963
Electrical appliances (including sewing machines),	February 13, 1961
Engines – internal combustion piston,	October 23, 1961
Floor coverings,	June 11, 1960
Furniture and mattresses,	February 4, 1963
Industrial design,	August 26, 1963
Laundry and dry cleaning machinery and equipment – commercial,	May 7, 1962
Machines – automatic vending,	October 14, 1963
Mechanical handling plant,	March 14, 1960
Medical and dental equipment,	September 2, 1962
Musical instruments,	December 17, 1962
Office machinery and equipment,	June 12, 1961
Pharmaceuticals,	December 4, 1961
Plastic products,	June 10, 1963
Pumps (petrol),	May 23, 1960
Rubber manufactures,	January 29, 1962
Scientific instruments – electronic measuring and control,	September 5, 1960
Sewage and water purification plant and equipment,	April 16, 1962

EFTA trade fairs in 1964

Name of Fair or Exhibition	Date	Organizers or U.K. Agents	Remarks
AUSTRIA			
Vienna			
International Exhibition of Public Cleaning – Intapuc	April 14-17	Institute of Public Cleansing, 28 Portland Place, London, W.1	Last held in Gothenburg in 1961
Vienna			
International Garden Show	April 16-Oct. 11	W.I.G. 1964, Wiener Stadthalle - Stadion Betriebs-Ges m.b.H., Vogelweidplatz 14, Vienna XV	Recognized as an international exhibition by the International Exhibitions Bureau, Paris
Graz			
Spring Fair . . .	April 30-May 10	Office of the Austrian Foreign Trade Representative, 1 Hyde Park Gate, London, S.W.1 KNI 6938	Annual
Dornbirn			
International Export and Trade Fair	July 11-19	As above	Annual
Klagenfurt			
Austrian Timber Fair (Carinthian Fair)	Aug. 6-16	C.E.S. (Overseas) Ltd., 16 Blackfriars Lane, London, E.C.4	Annual
Wels			
Austrian Central Agricultural Fair	Aug. 29-Sept. 6	Messeburo, Am Messegelaende, Wels, Upper Austria	Annual – but venue alternates between Wels and Ried
Vienna			
International Autumn Trade Fair	Sept. 13-20	Office of the Austrian Foreign Trade Representative, 1 Hyde Park Gate, London, S.W.1	Annual. Space in commodity sections normally hard to obtain, but it is proposed to arrange a British Section in the Hall of Nations
DENMARK			
Copenhagen			
International Plastics Fair	April 10-19	Universal Fair & Exhibition Service Ltd., 17 Blaagaardsgade, Copenhagen, N.	Every three years
Copenhagen			
Technical Exhibition	May 4-10	Udstillingshallen Forum A/S, Julius Thomsens Plads, Copenhagen	Annual
Aarhus			
2nd International Schools Exhibition	Aug. 7-16	'Ufesas', 17 Blaagaardsgade, Copenhagen, N.	
Odense			
Industries Fair	Sept. 11-20	Fyens Forum, Odense.	Every two years
Copenhagen			
International Fisheries Trade Fair	Sept.	Universal Fair & Exhibition Service Ltd., 17 Blaagaardsgade, Copenhagen, N.	Every two years
FINLAND			
Helsinki			
International Transport & Packaging Exhibition	April 10-13	Suomen Kuljetustloudellinen Yhdistys Mikonkatu 9A, 4th Floor, Room 415A, Helsinki	Last held in 1960
Helsinki			
Work Efficiency Exhibition	April 17-26	Suomen Messut, Bulevardi 7, Helsinki	
Turku			
International Agriculture & Industry Exhibition	July 25-Aug. 2	International Agriculture and Industry Exhibition, Turku, Yliopistonkatu 25	First event
Helsinki			
2nd Finnish International Trade Fair	Sept. 17-27	Suomen Messut, Töölö, Helsinki	First International Fair was held in 1962
NORWAY			
Stavanger			
Building & Homes Exhibition	April 29-May 10	Rogalandmessen A/S, Stavanger	
Oslo			
Caravan & Camping 1964	May 3-10	Norsk Caravan Club, Oslo, Universitetsgate 9	
Trondheim			
'Better Living' Exhibition	May 6-14	Trøndelag Vanførelag, Kongengate 74, Trondheim	
Stavanger			
Furniture Fair 1964	May 25-27	Mobelprodusentenes, Landsforening, Rosenkrantzgate 7, Oslo	Every two years
Førde i Sunniford			
Exhibition of Agricultural Equipment	June 12-16	Sogn og Fjordane Landbruksselskap (Fylkesagronom Sivert Anda), Førde.	
Hamar			
National Agricultural Exhibition	Aug. 20-30	Norwegian Industries Fair, Drammensveien 154, Skoyen, Oslo	Annual
Oslo			
'Household of Today' Exhibition	Sept. 25-Oct. 5	Oslokolonialkjøpinanns Forening, Akersgate 32, Oslo	
Oslo			
Transport & Storage Exhibition	Mid-Oct.	Studieselskapet for Norsk Industries, Forskningsveien 1, Oslo	
PORTUGAL			
Oporto			
Oporto Fair (Feira Popular)	June 1-Sept. 30	Commissao Executiva da Feira Popular d'o Porto, Palacio de Cristal, Porto	Annual
Lisbon (Belem)			
International Trade Fair	June 9-23	Casa de Portugal State Information & Tourist Office, 20 Lower Regent Street, London, S.W.1	Annual
Oporto			
International Textile Exhibition	July 18-Aug. 2	Associacao Industrial Portuense, R. de Mouzinhode Silviro 228, Oporto	Every three years
SWEDEN			
Gothenburg			
Swedish Trade Fair .	May 15-24	John E. Buck & Co. Ltd., 47 Brewer Street, Piccadilly, London, W.1	Annual. Important general fair covering consumer goods and capital equipment
Jönköping			
European Agricultural & Industrial Fair 'Elmia 64'	May 21-31	ELMIA 64, A. B. Foreningstjanst Jönköping	Annual
Halsingborg			
International Maritime Exhibition (SJOFART '64)	Aug. 7-23	A.B. Halsingborgsutstallningar, Hamntorget, Halsingborg	Every three years
Stockholm			
St. Erik's Fair (consumer goods)	Sept. 2-13	Trade Fairs & Promotions Ltd., Commonwealth House, 1-19 New Oxford Street, London, W.C.1	Annual
Gothenburg			
'Household of Today' Exhibition	Sept. 5-13	Utstallningen Dagens Hushall Kopmannens Hus, Vasgaten 52, Gothenburg, C.	Annual
Stockholm			
Exhibition & Display of the International Measurements Conference	Sept. 14-19	A.B. Anders Beckman, Birger Jarlsgatan 13, Stockholm	Every four years
Stockholm			
International Technical Fair	Oct. 2-8	Trade Fairs & Promotions Ltd., Commonwealth House, 1-19 New Oxford Street, London, W.C.1	Annual
Gothenburg			
International Packaging Exhibition 'Scanpack '64'	Oct. 30-Nov. 8	A.B. Interexpo Stampgatan 38, Gothenburg, C.	First event
SWITZERLAND			
Basle			
Swiss Industries Fair .	April 11-21	Swiss Embassy, 18 Montague Place, Bryanston Square, London, W.1	Annual. Swiss exhibitors allowed if similar products are not made in Switzerland
Berne			
B.E.A. (Commercial Industrial Agricultural Exhibition)	April 25-May 3 or April 27-May 5	B.E.A. Sekretariat, Aabergergasse 56, Berne	
Zurich			
Swiss Import Fair .	June 5-14	'Zuespa', Genossenschaft Zürcher Spezial - Ausstellungen, Nordstrasse 20, Zurich 6	Every two years
Zurich			
Zurich Autumn Show.	Sept. 24-Oct. 4	'Zuespa', Genossenschaft Zürcher, Spezial - Ausstellungen, Nordstrasse 20, Zurich 6	Annual
Geneva			
Salons des Arts Menagers	Oct. 28-Nov. 8	Sekretariat, 54b Rte des Acacias, Geneva	
Berne			
MO-WO (Furniture & Fashion Fair)	Nov. 12-22	Sekr. G. Feuz, Thunstrasse 72, Muri/Berne	

Note: The above list is not necessarily complete. Further information about trade fairs in EFTA and other countries can be obtained from the Export Publicity and Fairs Branch, Board of Trade, Queen Anne's Mansions, Queen Anne's Gate, London, S.W.1. (Tel. Abbey 7877, Ext. 2791).

Some EFTA success stories

IN NEW and traditional fields alike British firms have demonstrated in EFTA markets the vitality of modern British industry. In the face of very intense overseas competition, there have, for example, recently been three notable shipbuilding successes. The Clyde shipbuilders, **Charles Connell & Co. Ltd.,** have reported that within one month of first making contact with Helica S.A. of Geneva, they signed a contract and detail specification for the building of a 22,000 tons bulk carrier at a price of around £1·5 million. In August of last year a contract worth well over £6½ million to build a new passenger liner for the Swedish-American Line was won by **John Brown** of Clydebank: the new vessel will be slightly over 24,000 tons and will be designed with cruising specially in mind. **Messrs. Harland and Wolff Ltd.** recently completed at their Belfast works the T.T. *Rimfonn*, a new turbine-driven tanker of 86,750 tons for Sigval Bergesen of Stavanger, Norway.

I. Goldstone (Leeds) Ltd., Wakefield, manufacturers of men's and women's slacks and ski pants, say that it took three years' repeated visits and the employment of an enthusiastic agent to become established in the Swiss market. Sales have increased tenfold in the past year and now form 10 per cent of total sales. Denmark is being developed in the same way, and repeat orders and turnover are increasing satisfactorily each month.

The industrial development of EFTA countries has been reflected in the increased volume of exports to the area by **John Thompson Ltd.,** who are a major supplier of pressed steel chassis members for trucks and buses to Volvo and Scania-Vabis of Sweden. During the past twelve months exports to EFTA have increased by approximately 10 per cent.

Larcher Cutters Ltd., of Moor Lane, Witton, Birmingham, has more than doubled its exports of cobalt milling cutters in one year. 'There was six months' hard work preparing for visits to Europe', said Mr. Larcher. 'We sent out letters in the languages of the countries concerned – with the exception of Scandinavia. During my holidays I travelled in Denmark, Sweden and Norway. I was able to appoint agents, and the result has been considerable business. Sweden is now one of our best markets. More recently I have done the same thing in Austria and Switzerland. My secretary went with me, we took a complete office and tied up agreements on the spot.

Honeywell Controls Limited, makers of all forms of automatic control instruments, show an overall increase of 108 per cent over 1960 in exports to EFTA countries. Last year's sales were 22 per cent up on 1962 and 45 per cent on 1961. The largest percentage increases over 1960 sales figures were in exports to Portugal, Switzerland, Sweden and Austria.

A considerable penetration into the Scandinavian market has been made during the past two years or so by the Dudley (Worcestershire) firm of **Joseph Gillott and Sons Ltd.,** particularly with its Orbit and Mini-Orbit castors. Said Mr. Charles Owens, Gillott's sales director: 'We have built up a rewarding trade for the castors, particularly in Norway and Finland, and the market in Sweden and Denmark is steadily expanding.

1963 saw the completion of a notable double for **Massey-Ferguson** in Scandinavia. Early in the year the 50,000th Massey-Ferguson tractor destined for the Swedish market was handed over to the company's distributor in Sweden. This achievement was followed in October by the delivery of the 30,000th Ferguson System Tractor to be imported into Norway since 1947. Today, some 33 per cent of all Norwegian tractor demands are met by Massey-Ferguson.

Chemstrand Limited, of Coleraine, Northern Ireland, manufacturers of the textile fibre *Acrilan* have been exporting to EFTA since 1960. A widespread trade has been created for this fibre for use in such diverse end products as pile-linings in Finland, awning fabrics in Switzerland, men's and women's apparel cloths in Portugal, and quilts and blankets in Sweden.

A Kidderminster carpet firm – **Quayle & Tranter Limited** – is expanding its production resources and increasing its labour-force because of its success in exporting a Scandinavian type of carpet – mainly to Scandinavian countries. Mr. S. K. Quayle, managing director of the company, said: 'Just over two years ago we noticed on the market a machine-made Scandinavian rya rug. We discovered that they were made on the same type of loom that we have, and after experiments we started to make them from designs by our own staff and freelance designers'. The firm exports more carpets than it sells in this country.

Since 1959, sales by **Pringle of Scotland Limited** to EFTA markets have shown an overall increase of 130 per cent and in some countries the increase has been as high as 500 per cent. This success covers both men's and ladies' knitwear in pure Cashmere, Australian lambswool and Shetland varieties.

The export business of **Fram Filters Ltd.,** Treforest Industrial Estate, South Wales, manufacturers of air, oil and fuel filters to the automotive, industrial, aircraft and marine industries, represents approximately 45 per cent of the company's total sales for 1963. Of the company's export markets, EFTA as a group is by far the most important, as it accounts for nearly 70 per cent of the company's total export sales and of this figure the Scandinavian countries contribute the major share. Sales in 1963 were increased by 28 per cent.

A rapidly growing part of **Morlands'** (of Glastonbury, Somerset) business is sales to the EFTA countries. Sheepskin-lined boots and slippers are the main products and sales to these countries add up to 30 per cent of the total export business. Austria and Switzerland are Morlands' traditional markets, but Scandinavia, on the other hand, did not prove fruitful until ten years ago when interest suddenly grew. Now sales there amount to two-thirds of the EFTA business.

TEM Sales Ltd., of Gatwick Road, Crawley, Sussex, who market a large range of Cobalt and Caesium Medical Therapy equipment, have sold 28 per cent of their output of medical apparatus to EFTA countries over the past three years. There is little doubt that this success has been due to numerous visits by members of the company's staff from Britain, backed by agents capable of offering local after-sales service.

Fielding and Platt Limited, who specialize in hydraulic presses to meet the demands of a customer's specific requirements, recently designed, manufactured and delivered a 400-ton Open Gap Forming Press to SOREFAME of Portugal.

W. Botterill & Son Ltd. have built up, over the past three years a most satisfactory volume of sales of sports footwear to Norway. In order to achieve this result it has been necessary to study the special requirements of the market, with particular regard to the effect of hard, frozen and icy grounds on the athletes' shoes.

In recent years, **McGregor & Co. (Rob Roy) Limited** – Dundee company of fire protection and fire fighting engineers – have enjoyed considerable success in selling equipment to EFTA countries. The largest orders have been received from the Danish Civil Defence Authorities. In 1961, almost 6 miles of Terolyte Plastibond fire hose were delivered, and in 1962, 37½ miles of hose, worth £58,500 were ordered.

In 1958 the first Scottish-built **Thomsons (Carron) Ltd.** caravan was introduced in Scandinavia. In that year less than 10 were sold. In 1963/64 Thomsons will ship almost 400 units to Norway, Sweden and Denmark, and still the market is not yet satisfied; about half as many again could be sold if production capacity were available.

One of the main increases in exports to EFTA by the **Phoenix Engineering Co.** has been in bulk storage tanks for bitumen and also for the company's bitumen decanter. A complete manufacturing plant has recently been commissioned in Copenhagen and sales of transporters for re-melting have greatly increased in all the Scandinavian countries.

Crypton Equipment Ltd., of Bridgwater, Somerset, report: 'Our sales to Scandinavia each year have increased at a remarkably steady rate of not less than 20 per cent; we are confident this rate of increase will not only continue but will improve in the next few years.'

Selected statistics of Britain's trade with EFTA

THE FOLLOWING tables illustrate the value of the main categories of goods exchanged between Britain and her EFTA partners.

The EFTA countries' imports from Britain are shown in 'cost, insurance and freight' values, and their exports to Britain in 'free on board' terms.

EFTA Imports from Britain

Austrian Imports

£ million

	1961	1962	Jan.-Sept. 1963
TOTAL AUSTRIAN IMPORTS	530·3	554·2	441·2
of which from Britain	26·7	28·0	24·7
SELECTED COMMODITIES:			
Beverages	3·0	2·7	2·8
of which from Britain	0·1	0·1	0·1
Textile fibres	22·1	20·0	17·2
of which from Britain	2·9	2·5	1·8
Petroleum and petroleum products	15·6	19·3	*
of which from Britain	0·4	0·4	*
Plastic materials	10·6	11·2	8·8
of which from Britain	0·6	0·7	0·6
Other chemicals	30·7	32·4	32·4
of which from Britain	1·4	1·6	2·0
Leather and leather manufactures	4·9	4·6	4·1
of which from Britain	0·9	1·0	1·0
Textile yarn, fabrics, made-up articles	40·1	43·2	35·8
of which from Britain	2·3	2·4	2·2
Iron and steel	21·1	18·3	13·3
of which from Britain	1·0	1·0	0·6
Non-ferrous metals	15·0	12·9	11·7
of which from Britain	2·3	1·5	1·5
Agricultural machinery	1·8	2·1	2·3
of which from Britain	1·2	1·3	1·6
Electrical machinery	29·8	29·9	24·0
of which from Britain	1·3	1·4	1·4
Other machinery	85·3	83·1	59·2
of which from Britain	4·3	4·9	3·6
Road motor vehicles	43·9	50·4	*
of which from Britain	3·3	4·4	*
Other transport equipment	4·4	3·9	*
of which from Britain	0·5	0·3	*

Danish Imports

£ million

	1961	1962	Jan.-Sept. 1963
TOTAL DANISH IMPORTS	666·7	757·9	554·0
of which from Britain	94·9	105·8	81·8
SELECTED COMMODITIES:			
Cereals and cereal preparations	16·0	26·4	9·5
of which from Britain	0·3	0·5	0·7
Textile fibres	10·7	11·0	8·2
of which from Britain	2·0	2·0	1·3
Coal, coke and briquettes	22·4	24·2	18·7
of which from Britain	6·2	4·7	4·5
Petroleum and petroleum products	58·2	66·1	51·9
of which from Britain	17·7	16·9	15·3
Chemical elements and compounds	16·1	16·9	13·4
of which from Britain	2·0	2·0	1·8
Plastic materials	12·8	14·7	11·3
of which from Britain	2·3	2·7	2·2
Other chemicals	32·2	33·3	24·8
of which from Britain	2·6	3·3	2·7
Rubber manufactures	6·3	7·5	7·1
of which from Britain	2·1	2·2	2·0
Paper and paperboard	19·5	22·0	16·2
of which from Britain	0·8	0·8	0·7
Textile yarns, fabrics and related products	45·5	53·4	39·5
of which from Britain	7·1	8·9	7·3
Iron and steel	49·0	49·0	33·0
of which from Britain	7·5	7·5	4·5
Non-ferrous metals	18·6	17·3	11·9
of which from Britain	2·2	2·2	1·4
Agricultural machinery	1·2	1·3	*
of which from Britain	0·6	0·6	*
Electrical machinery	28·9	34·0	26·4
of which from Britain	4·0	4·7	3·5
Other machinery	66·5	80·4	*
of which from Britain	14·4	16·4	*
Road motor vehicles	4·5	5·7	*
of which from Britain	1·0	1·5	*
Other transport equipment	60·7	69·5	*
of which from Britain	9·9	14·7	*
Professional, scientific and controlling instruments, photographic and optical goods, watches and clocks	11·0	12·6	10·1
of which from Britain	1·7	2·0	1·6

Norwegian Imports

£ million

	1961	1962	Jan.-Sept. 1963
TOTAL NORWEGIAN IMPORTS	577·1	590·8	472·1
of which from Britain	90·4	89·0	72·8
SELECTED COMMODITIES:			
Sugar, sugar preparations and honey	6·6	6·3	8·6
of which from Britain	2·7	2·3	3·6
Textile fibres	5·4	5·6	4·4
of which from Britain	1·5	1·6	1·0
Coal, coke and briquettes	6·3	6·2	5·7
of which from Britain	4·7	4·4	3·9
Petroleum and petroleum products	41·5	46·2	36·3
of which from Britain	10·8	10·7	9·4
Plastic materials and manufactures	5·9	6·7	5·3
of which from Britain	1·6	1·7	1·3
Other chemicals	28·8	32·4	27·5
of which from Britain	3·9	4·5	3·7
Textile yarns, fabrics and related products	30·7	31·5	24·8
of which from Britain	4·8	5·2	4·2
Iron and steel	34·4	34·5	23·7
of which from Britain	7·3	8·1	5·1
Non-ferrous metals	11·7	12·8	8·7
of which from Britain	2·7	2·8	1·3
Agricultural machinery	8·3	9·2	*
of which from Britain	3·1	3·3	*
Electrical machinery	28·7	32·9	26·1
of which from Britain	4·8	4·9	3·3
Other machinery	49·5	57·7	*
of which from Britain	8·6	10·2	*
Road motor vehicles	30·6	29·3	*
of which from Britain	5·9	6·4	*
Other transport equipment	108·9	98·9	*
of which from Britain	15·2	9·1	*
Clothing	12·9	14·4	11·6
of which from Britain	1·1	1·2	1·0
Professional, scientific and controlling instruments; photographic and optical goods; watches and clocks	7·9	8·7	6·6
of which from Britain	1·5	1·5	1·3

Portuguese Imports

£ million

	1961		1962		Jan.-Sept. 1963	
TOTAL PORTUGUESE IMPORTS	234·3		209·1		161·1	
of which from Britain		36·1		31·1		22·3
SELECTED COMMODITIES:						
Mineral products	24·9		25·3		*	
of which from Britain		1·9		1·8		*
Mineral fuels, mineral oils	21·7		22·4		*	
of which from Britain		1·8		1·7		*
Products of the chemical and allied industries	17·9		16·5		*	
of which from Britain		3·1		3·1		*
Plastic materials and manufactures thereof	3·8		4·4		2·6	
of which from Britain		1·0		1·1		0·8
Rubber (natural, synthetic and artificial)	3·1		2·4		*	
of which from Britain		0·5		0·5		*
Paper making materials, paper and paperboard and articles thereof	3·7		3·2		*	
of which from Britain		0·4		0·4		*
Yarn of man-made fibres	2·9		3·3		3·0	
of which from Britain		0·9		1·1		1·0
Cotton and cotton textiles	16·3		15·8		*	
of which from Britain		0·2		0·1		*
Man-made fibres	1·7		2·2		1·8	
of which from Britain		0·6		0·9		0·7
Iron and steel sheets and plates	6·7		6·2		4·6	
of which from Britain		0·8		1·4		1·0
Iron and steel tubes, pipes and fittings	1·2		1·1		0·7	
of which from Britain		0·5		0·2		0·0
Other iron and steel and articles thereof	16·3		9·1		*	
of which from Britain		1·5		1·4		*
Internal combustion engines and parts	2·6		2·6		2·1	
of which from Britain		0·8		0·7		0·6
Agricultural machinery	0·4		0·5		0·5	
of which from Britain		0·1		0·1		0·1
Ball and roller bearings	0·5		0·6		0·4	
of which from Britain		0·1		0·1		0·0
Electrical machinery	10·4		10·0		8·3	
of which from Britain		2·3		2·0		1·1
Other machinery and apparatus	22·8		24·5		18·2	
of which from Britain		4·2		4·5		2·5
Passenger cars	6·9		6·7		4·3	
of which from Britain		1·4		1·8		1·2
Other road vehicles and parts	9·2		9·4		*	
of which from Britain		4·0		3·9		*

Swiss Imports

£ million

	1961		1962		Jan.-Sept. 1963	
TOTAL SWISS IMPORTS	951·3		1,060·9		843·5	
of which from Britain		55·6		66·3		57·7
SELECTED COMMODITIES:						
Sugar and sugar confectionery	7·9		6·9		6·8	
of which from Britain		0·8		1·1		1·9
Petroleum and petroleum products	49·4		54·7		58·3	
of which from Britain		1·0		1·1		0·8
Chemicals, organic and inorganic	39·5		40·8		31·0	
of which from Britain		2·2		2·6		2·2
Pharmaceutical products	4·9		5·4		4·4	
of which from Britain		0·5		0·5		0·4
Plastic materials and articles thereof	18·5		21·3		16·9	
of which from Britain		1·6		2·0		1·6
Rubber (including synthetic) and articles thereof	12·8		14·0		11·0	
of which from Britain		1·1		1·5		1·1
Hides, leather and articles of leather	11·5		11·7		9·4	
of which from Britain		1·4		1·5		0·9
Paper and paperboard	9·2		9·9		8·9	
of which from Britain		0·6		0·7		0·6
Man-made fibres	11·9		15·3		12·8	
of which from Britain		3·1		3·9		3·2
Wool and hair	17·6		17·3		16·1	
of which from Britain		2·6		2·4		1·9
Knitted and crocheted goods	9·2		10·1		9·7	
of which from Britain		0·8		1·0		0·9
Apparel	10·7		11·9		10 7	
of which from Britain		0·6		0·8		0·7
Iron and steel	95·9		97·2		67·8	
of which from Britain		3·4		3·4		2·2
Non-ferrous metals	32·9		30·2		19·1	
of which from Britain		2·8		2·8		1·3
Electrical machinery	39·5		44·6		33·5	
of which from Britain		2·2		2·8		2·1
Other machinery	102·2		128·7		101·5	
of which from Britain		8·7		10·6		8·4
Cars and commercial vehicles	54·9		67·6		58·5	
of which from Britain		5·9		8·9		9·6
Other vehicles (excluding railway)	17·4		17·8		14·8	
of which from Britain		1·7		2·4		2·2
Optical, photographic, medical and other precision apparatus	15·2		17·8		14·1	
of which from Britain		0·7		1·1		0·8

Swedish Imports

£ million

	1961		1962		Jan.-Sept. 1963	
TOTAL SWEDISH IMPORTS	1,043·3		1,112·4		796·7	
of which from Britain		147·2		159·8		132·3
SELECTED COMMODITIES:						
Cereals and cereal preparations	8·9		11·6		8·8	
of which from Britain		0·4		0·6		0·7
Beverages	7·1		7·7		5·5	
of which from Britain		1·7		1·7		1·3
Textile fibres	17·4		16·7		12·4	
of which from Britain		3·5		3·5		2·9
Coal, coke and briquettes	20·6		20·3		14·5	
of which from Britain		3·2		3·0		1·7
Petroleum and petroleum products	120·5		128·4		103·2	
of which from Britain		18·1		22·3		18·2
Plastic materials	15·4		17·5		14·2	
of which from Britain		3·0		3·2		2·8
Other chemicals	64·1		68·0		51·6	
of which from Britain		9·3		10·4		8·0
Leather and leather manufactures	5·2		5·9		5·8	
of which from Britain		1·4		1·8		1·6
Rubber manufactures	9·6		9·8		7·3	
of which from Britain		2·5		2·7		2·1
Paper and paperboard	5·7		6·5		5·4	
of which from Britain		1·0		1·3		1·0
Textile yarn, fabrics and related products	64·6		71·0		59·2	
of which from Britain		9·6		10·9		10·4
Iron and steel	67·9		61·0		41·8	
of which from Britain		11·4		10·8		8·1
Non-ferrous metals	43·1		43·9		31·7	
of which from Britain		5·9		7·2		4·0
Electrical machinery and apparatus	69·4		73·1		58·0	
of which from Britain		8·9		9·3		7·5
Other machinery	123·5		136·6		105·7	
of which from Britain		26·6		27·4		24·8
Transport equipment	86·4		106·1		81·9	
of which from Britain		16·4		20·5		17·0
Clothing	22·8		26·3		22·6	
of which from Britain		2·4		2·5		2·2
Professional, scientific and controlling instruments; photographic and optical goods; watches and clocks	24·1		27·1		22·1	
of which from Britain		2·7		3·8		3·5

Finnish Imports

£ million

	1961		1962		Jan.-Sept. 1963	
TOTAL FINNISH IMPORTS	411·9		438·7		312·0	
of which from Britain		54·9		58·2		43·2
SELECTED COMMODITIES:						
Textile fibres	9·5		9·2		6·9	
of which from Britain		3·2		2·7		2·1
Coal, coke and briquettes	12·1		12·6		7·5	
of which from Britain		0·7		0·8		0·6
Petroleum and petroleum products	25·8		30·0		22·5	
of which from Britain		1·1		0·8		0·8
Chemicals	37·0		37·9		28·5	
of which from Britain		5·1		5·1		4·3
Textile yarns, fabrics and related products	23·9		25·7		19·3	
of which from Britain		3·3		4·1		3·2
Iron and steel	40·8		34·9		21·9	
of which from Britain		4·9		4·4		3·2
Agricultural machinery	18·1		16·9		11·3	
of which from Britain		9·1		7·8		*
Electrical machinery and apparatus	24·2		28·7		20·9	
of which from Britain		3·0		3·5		2·8
Other machinery	57·8		60·9		40·6	
of which from Britain		6·3		8·0		*
Road motor vehicles	34·1		40·2		23·9	
of which from Britain		7·3		9·7		*
Other transport equipment	5·8		10·5		5·4	
of which from Britain		0·3		1·0		*
Professional, scientific and controlling instruments; photographic and optical goods; watches and clocks	6·7		7·3		5·4	
of which from Britain		0·9		0·9		0·8

* These figures are not readily available for the period January-September 1963. Inquiries for statistics not available at the time of going to press should be sent to Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757.)

EFTA Exports to Britain

Austrian Exports

£ million

	1961	1962	Jan.-Sept. 1963
TOTAL AUSTRIAN EXPORTS	429·4	451·2	344·9
of which to Britain	13·2	12·8	13·0
AUSTRIAN EXPORTS TO BRITAIN: SELECTED COMMODITIES:			
Dairy products	0·7	0·9	1·2
Paper, paperboard and manufactures thereof	0·5	0·5	0·5
Textile yarn, fabrics, made-up articles, etc.	2·0	2·3	2·0
Glassware	0·6	0·4	0·3
Iron and steel	0·9	0·4	1·4
Aluminium	0·3	0·8	0·7
Other non-ferrous metals	0·3	0·3	0·3
Metal-working machinery	0·5	0·4	0·2
Electrical machinery	0·5	0·5	0·4
Other machinery	1·5	1·6	0·9
Clothing	0·3	0·4	0·6

Danish Exports

£ million

	1961	1962	Jan.-Sept. 1963
TOTAL DANISH EXPORTS	540·7	582·0	485·6
of which to Britain	133·0	143·2	113·0
DANISH EXPORTS TO BRITAIN: SELECTED COMMODITIES:			
Meat and meat preparations	78·2	81·7	61·0
Dairy products and eggs	31·3	33·9	29·1
Fish and fish preparations	3·9	3·9	3·0
Fruit and vegetables	0·3	1·2	0·4
Feeding stuffs for animals	1·1	1·6	1·3
Miscellaneous food preparations	0·8	0·8	0·6
Beverages	2·1	1·8	1·3
Hides, skins and furskins, undressed	1·7	1·8	1·0
Crude animal and vegetable materials	1·4	1·8	0·9
Petroleum and petroleum products	0·5	1·1	0·6
Chemical elements and compounds	0·2	0·3	0·4
Medical and pharmaceutical products	0·2	0·4	0·3
Wood and cork manufactures (including furniture)	1·2	1·3	1·3
Electrical machinery and apparatus	0·9	1·1	1·1
Other machinery	3·3	3·8	4·0
Clothing	0·5	0·5	0·6

Norwegian Exports

£ million

	1961	1962	Jan.-Sept. 1963
TOTAL NORWEGIAN EXPORTS	332·6	347·4	271·8
of which to Britain	68·7	59·1	47·8
NORWEGIAN EXPORTS TO BRITAIN: SELECTED COMMODITIES:			
Dairy products and eggs	1·2	1·3	0·9
Fish and fish preparations	5·9	6·7	4·8
Animal feeding stuffs	2·0	1·0	1·3
Paper, pulp and waste paper	14·8	13·0	9·6
Metalliferous ores and metal scrap	0·9	1·2	1·1
Chemicals	3·7	3·5	2·5
Paper, paperboard and manufactures thereof	6·7	7·0	6·8
Iron and steel	6·5	6·2	6·2
Non-ferrous metals	17·0	11·3	8·1
Machinery (non-electric)	1·7	1·8	1·0
Transport equipment	0·8	0·3	1·0

EFTA Information Centre

THOSE seeking information about the European Free Trade Association are reminded that the Board of Trade has set up an EFTA Information Centre at their headquarters, 1 Victoria Street, S.W.1, to answer general questions and direct inquirers to the best sources of specialist advice in the Board of Trade and other government departments in cases where these are not known.

Anyone wishing to take advantage of this service is invited to get into touch with Mr. Michael Young, Room 527, Board of Trade, 1 Victoria Street, S.W.1. Telephone: Abbey 7877. Ext. 2479/2480.

A new broadsheet 'Progress in EFTA' in the 'Looking Ahead' series has been issued and is available from Circulation Section (H), Central Office of Information, Hercules Road, London, S.E.1.

Portuguese Exports

£ million

	1961	1962	Jan.-Sept. 1963
TOTAL PORTUGUESE EXPORTS	116·4	132·1	97·8
of which to Britain	15·7	15·9	12·8
PORTUGUESE EXPORTS TO BRITAIN: SELECTED COMMODITIES:			
Sardines in oil	1·3	1·6	0·8
Port wine	1·4	1·5	0·9
Other wines	0·2	0·2	0·2
Edible fruit and nuts, peel	0·5	0·6	*
Mineral products	1·2	0·8	*
Products of the chemical and allied industries	1·0	1·1	*
Wood and articles of wood	2·5	2·4	1·6
Cork and articles of cork	1·9	2·0	*
Paper making material (chemical pulp)	1·7	1·6	1·6
Cotton yarn	0·3	0·2	0·2
Cotton fabrics	1·9	1·5	1·7

Swedish Exports

£ million

	1961	1962	Jan.-Sept. 1963
TOTAL SWEDISH EXPORTS	977·9	1,044·0	810·9
of which to Britain	146·1	137·1	106·6
SWEDISH EXPORTS TO BRITAIN: SELECTED COMMODITIES:			
Meat and meat preparations	3·3	3·8	2·5
Dairy products	0·9	2·2	1·6
Fruit and vegetables	1·0	1·0	0·9
Hides, skins and furskins, undressed	1·1	1·1	0·8
Wood, lumber and cork	21·2	17·4	13·2
Paper, pulp and waste paper	36·4	33·4	26·4
Metalliferous ores and metal scrap	19·4	16·5	11·4
Plastic materials	1·0	1·0	1·1
Other chemicals	2·2	2·0	1·8
Wood and cork manufactures (excluding furniture)	2·4	2·1	1·7
Paper and paperboard	20·0	18·8	16·5
Iron and steel	6·9	5·8	5·1
Machinery, other than electric	10·5	11·1	7·8
Electrical machinery and apparatus	2·5	1·4	1·2
Transport equipment	8·3	9·8	4·5

Swiss Exports

£ million

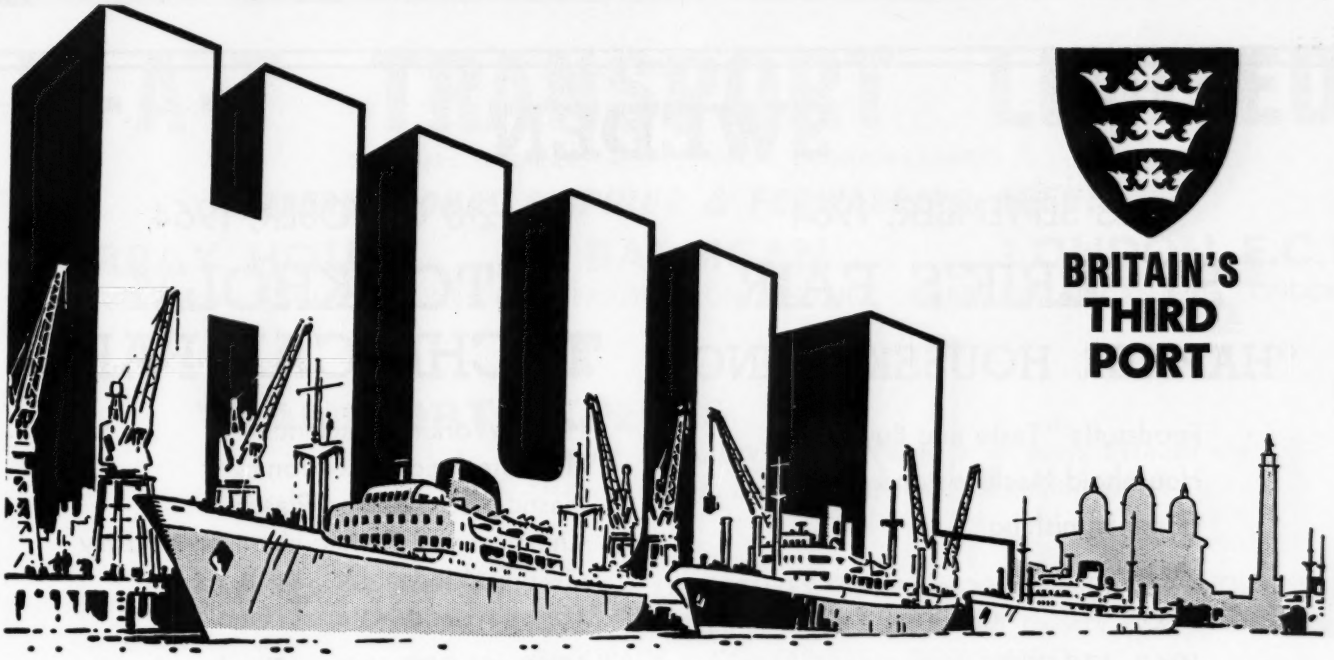
	1961	1962	Jan.-Sept. 1963
TOTAL SWISS EXPORTS	720·8	782·7	608·7
of which to Britain	41·7	45·8	37·8
SWISS EXPORTS TO BRITAIN: SELECTED COMMODITIES:			
Dairy products	0·5	0·4	0·3
Chemicals, organic and inorganic	3·6	5·1	2·9
Colours, mastics, paints, dyes	2·3	2·5	2·2
Cotton	1·5	1·1	0·8
Carpets, mats, tapestries, etc.	1·2	1·0	0·9
Precious metals, fancy jewellery, pearls	1·6	1·8	2·0
Electrical machinery	1·2	1·4	1·2
Other machinery	11·8	13·7	11·1
Optical, photographic, medical and other precision apparatus	1·6	1·8	1·5
Watches and clocks	4·6	4·6	3·7

Finnish Exports

£ million

	1961	1962	Jan.-Sept. 1963
TOTAL FINNISH EXPORTS	376·6	394·3	292·0
of which to Britain	81·2	77·6	61·4
FINNISH EXPORTS TO BRITAIN: SELECTED COMMODITIES:			
Dairy products and eggs	3·5	2·9	3·7
Paper, pulp and waste paper	17·6	17·0	13·6
Wood, lumber and cork	35·5	30·7	21·3
Chemicals	0·4	0·2	0·2
Wood and cork manufactures (excluding furniture)	9·3	10·2	7·6
Paper, paperboard and manufactures thereof	13·1	14·5	13·2
Non-ferrous metals	0·6	0·5	0·2

* These figures are not readily available for the period January-September 1963. Inquiries for statistics not available at the time of going to press should be sent to Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757.)



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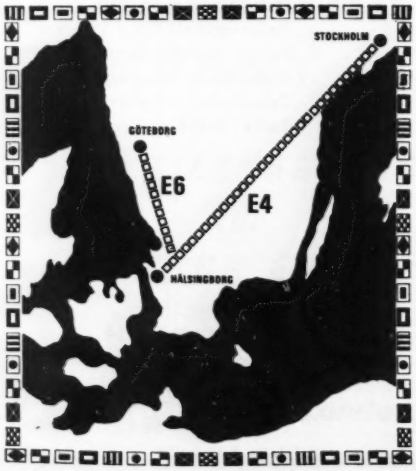

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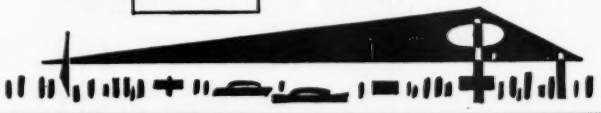

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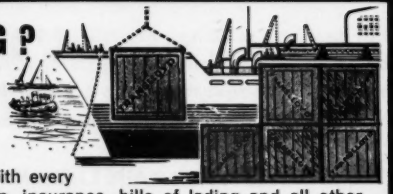

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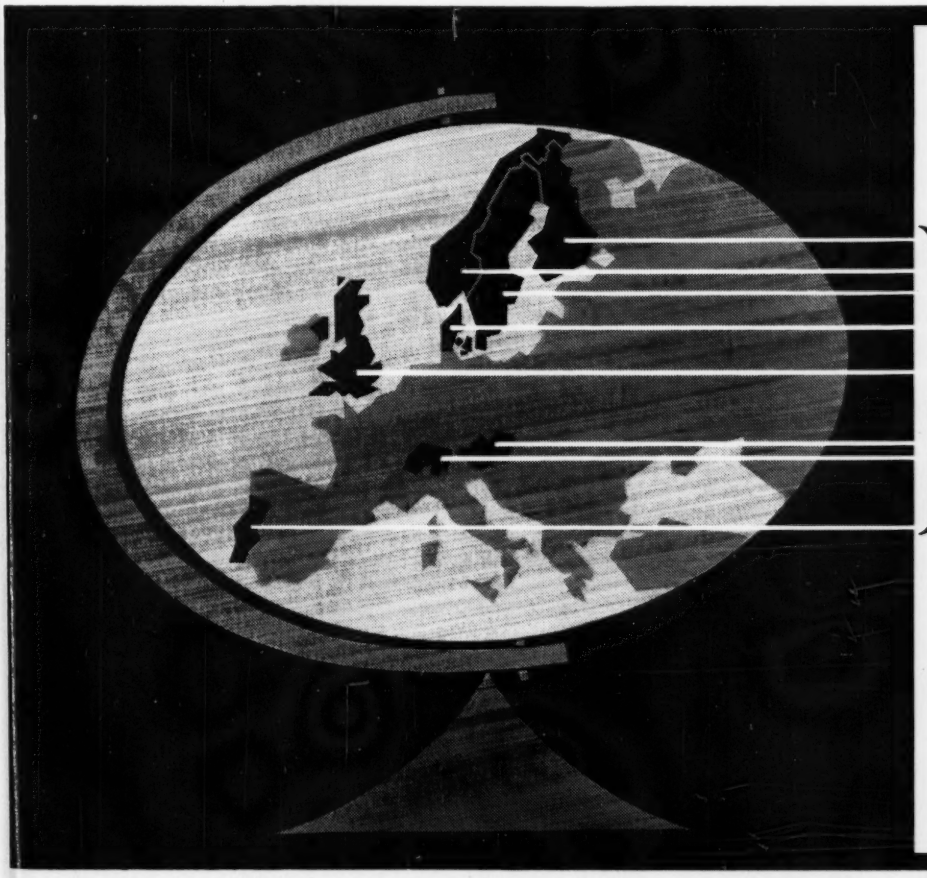

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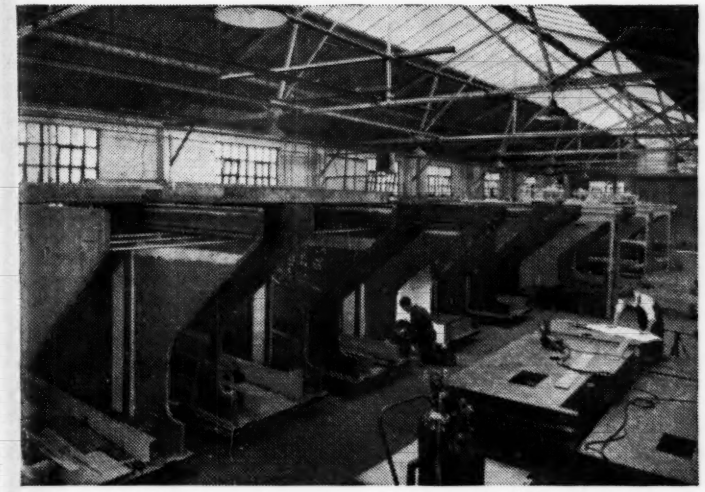

Part of the £250,000 automatic pallet loader order received by Lamson Engineering Co. Ltd., from Russia, under construction at the firm's London works. The loaders, which can handle up to 750 bales of rubber an hour, will be used for palletizing bales of synthetic rubber. The order was received through John Dalglish & Sons Ltd., Glasgow.

cheese, malt, refractory clay, and machinery have been increased and new items including antibiotics, galvanized steel sheets, constructional steel, electro-technical plant, mining and electrical equipment and boilers for central heating have been added to the list.

Italian exports to Poland include increased quotas for ships and equipment. New items are machine tools, paper making, chemical plant, office machinery and refrigerating plant. Detailed information on the quotas is available.

All inquiries relating to this notice should be addressed to Commercial Relations and Exports Department, Board of Trade, 1 Victoria Street, London, S.W.1 (Tel. Abbey 7877, Ext. 2259), quoting reference CRE 1902 G.

Algeria and Mali

THE ALGERIAN *Journal Officiel* of February 21, 1964, gave details of the trade agreement between Algeria and Mali signed in July, 1963, and which was notified on December 20, 1963. This agreement is in force from the latter date until December 31, 1964, being thereafter renewable annually.

Amongst products to be exported by Algeria to Mali are fresh and preserved fruits, vegetables, wines and beers, tobacco, carpets, biscuits, tyres, superphosphates, insecticides and fungicides, bottled gas, pharmaceuticals, enamelware, artificial and metallurgical cements, glass and glassware, textile fabrics and lingerie, building materials and vehicles of various classes.

Mali will export to Algeria, *inter alia*, groundnuts and groundnut oil, skins and hides, henna, rice and millet, pimentos, ginger and cattle for meat.

No details of quotas are given in this agreement.

The French text of the agreement may be seen at Export Services Branch, Board of Trade, Room E13, Hillgate House, 35 Old Bailey, London, E.C.4.

France and Switzerland

THE FRENCH *Moniteur Officiel du Commerce International* of January 11, announced that by an exchange of letters dated December 23, 1963, the trade agreement of October 29, 1955, between Switzerland and France and certain African States has been further extended for a period of one year from January 1, 1964.

The agreement no longer covers the Congo Republic, Dahomey, Gabon or the Malagasy Republic as it did in 1963.

The full French text of the above notice may be seen at the Export Services Branch, Board of Trade, Room E13, Hillgate House, 35 Old Bailey, London, E.C.4.

ACASTER MALBIS COLLECTIVE SALE
4 miles from York

WALKER, WALTON & HANSON

in conjunction with

Stephenson & Son

will **SELL BY AUCTION** *on*

WEDNESDAY, 8th APRIL, 1964

CIVIL ENGINEERING PLANT AND EQUIPMENT,

AGRICULTURAL TRACTORS, IMPLEMENTS AND MACHINERY, MOTOR VEHICLES, ETC.

including:

EXCAVTOARS BY CATERPILLAR, "TRAXCAVATOR", J.C.B., LIMA (802), N.C.K. (304), PRIESTMAN, RUSTON BUCYRUS, AND SMITHS ("3/12", "210"), TRACTORS AND ANGLEDOZERS BY ALLIS CHALMERS, CATERPILLAR, AND INTERNATIONAL, LOADING SHOVELS BY CASE "1000", CATERPILLAR, CHASESIDE, FIAT "F14" INCHGREEN WAGNER, INTERNATIONAL "DROTTS", SHAWNEE, AND WHITLOCK DINKUM, TRENCHERS BY BARBER GREENE, MOTOR GRADERS BY AVELING BARFORD AND HUBER WARCO, SCRAPERS BY LE TOURNEAU AND ONIONS (4-12 cu. yds.), FERGUSON 200 TON COMPACTION ROLLER, ROAD ROLLERS, JOHN DEERE "LANZ 1010" TRACTOR, COLEMAN TRACTORS, DUMPERS BY BENFORD, G. F. AND LINER, CONCRETE MIXERS BY BENFORD, LINER, MILLARS, AND WINGET;

also

A LARGE QUANTITY OF SPARES BY AUSTIN, BEDFORD, CROSSLEY, INTERNATIONAL AND LEYLAND, DIESEL ENGINES BY COVENTRY VICTOR, GARDNER, LEYLAND AND LISTER, COMPRESSORS, GENERATORS, WELDING SETS, PUMPS, WINCHES, VIBRATING ROLLERS, RAMMERS, EXCAVATOR SPARES INCLUDING COMPLETE "10RB" CONVERSION UNITS, BASE MACHINE TO DRAGLINE AND SKIMMER JIBS, BUCKETS, ETC., MONORAIL POWER UNITS, CHAIN BLOCKS AND SLINGS, SHACKLES, JACKS, ELECTRIC MOTORS, JERRICANS, 400 GALL. WATER TANKS, BATTERY CHARGERS, CENTRAL HEATING BOILERS ALTERNATORS, SWITCH FUSES, AEROFOIL FANS, HUDSON TIPPING WAGONS, RAIL BOGIES

and

HEAVY DUTY TRUCKS AND TRACTORS BY A.E.C., ALBION, BEDFORD, FODEN AND "THAMES", TRAILERS, HYDRAULIC TIPPERS, MOBILE WORKSHOPS, FORK LIFT TRUCKS BY CLARK, CONVEYANCER, COVENTRY CLIMAX, LODAMOBILE, MOBILIFT, AND ROSS

also

COMBINE HARVESTERS BY ALLIS CHALMERS, CLAAS, MASSEY-FERGUSON AND RANSOME TRACTORS BY MASSEY - FERGUSON, FORDSON AND INTERNATIONAL (T.D.2.) HYDRAULIC TIPPING AND BEAST TRAILERS, ETC.

SALE COMMENCES AT 10.30 a.m.

FOR VIEWING DATES AND TIMES SEE CATALOGUE

CATALOGUES MAY BE OBTAINED FROM THE 25TH MARCH ONWARDS FROM THE AUCTIONEERS OFFICES:- WALKER, WALTON & HANSON, DEPT. AC, BYARD LANE, BRIDLESMITH GATE, NOTTINGHAM. (Tel. Nottm. 54272/10 lines.)

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ASSOCIATED BANKS: ALLAHABAD BANK LTD. (INCORPORATED IN INDIA) · THE IRANO BRITISH BANK (INCORPORATED IN IRAN)

Information for exporters

Brief details are given below of overseas inquiries for British products, contracts open for tender, reports on commercial conditions abroad, export trade openings, etc., issued recently by the Export Services Branch, Board of Trade, to subscribers to the 'Export Service Bulletin'.

The Bulletin, published daily, is available to manufacturers and exporters at a subscription of £10 10s. a year. A subscription form can be obtained from the Export Services Branch, Board of Trade, Room H 35, Hillgate House, 35 Old Bailey, London, E.C.4, (CITy 5757, Ext. 433) (Telex 25977). Copies of particular issues containing further details of the items referred to below can be obtained from the same address by forwarding cash remittance of 2s. per copy with order.

Calls for tender

Inquiries connected with the calls for tender mentioned below should be addressed to the Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4, (Telephone: CITy 5757, Extension 404 and 406). Please quote reference numbers in all inquiries. The date given is the closing date, and refers to the current year unless otherwise indicated.

Tender documents are available on loan in those cases marked with an asterisk.*

AUSTRALIA

Engineer Constructor Services for State Electricity Commission of Queensland. July 29. E.S.B. 7825/64.*
Relaying Equipment for Mackay Regional Electricity Board, Queensland. April 13. E.S.B. 8068/64.*
Switchboards for Postmaster-General's Department, Melbourne. May 14. E.S.B. 8088/64.*
Transformers and Accessories for Snowy Mountains Hydro-Electric Authority. July 29. E.S.B. 8062/64.*

BURMA

Cast Iron Rolls for Industrial Development Corporation. April 6. E.S.B. 7022/64.*
Telephone Equipment for Inspectorate General of Police. April 21. E.S.B. 8029/64/D.L.P.*
Transformers for Electricity Supply Board. April 4. E.S.B. 7019/64.*
Textile Mills Management Committee:
Sizing Machine. March 31. E.S.B. 8041/64.*
Textile Machinery. April 20. E.S.B. 7018/64.*
People's Stores Corporation:
Builders Hardware. April 21. E.S.B. 8020/64.*
Gimp Pins and Upholstery Nails. April 20. E.S.B. 8019/64.*
Tin Plates. (Further Information.) Tender documents now available. E.S.B. 7853/64.*
Electric Food Blenders. March 31. E.S.B. 8036/64.*
Foodstuffs. March 30. E.S.B. 8042/64.*
Motor Spares (Wheel Cylinder Pistons). April 8. E.S.B. 8021/64.*
Motor Spares (Clutch Discs). April 8. E.S.B. 8014/64.*
Motor Spares (Clutch Facings). April 8. E.S.B. 8015/64.*
Tacks, Staples and Washers. April 20. E.S.B. 8018/64.*
Motor Spares (Valves). April 8. E.S.B. 8016/64.*
Tile Fittings. April 10. E.S.B. 7035/64.*
Tubing M.S. April 10. E.S.B. 7033/64.*
Aluminium Sheets. April 10. E.S.B. 7038/64.*
Roofing Nails. April 10. E.S.B. 7036/64.*
Iron Sheets. April 10. E.S.B. 7034/64.*
G.I. Sheets. April 10. E.S.B. 7037/64.*
Tin Plates. April 1. E.S.B. 7853/64.

CANADA

Railway Track Materials for Montreal Metro. April 24. E.S.B. 8091/64.*

CEYLON

Cotton Bed Covers for Ministry of Finance. (Further Information.) Tender documents now available. E.S.B. 6212/64.*
Transformers for Ministry of Land, Irrigation and Power. April 21. E.S.B. 7560/64.*
Ministry of Health and Housing:
Sterilizers. May 19. E.S.B. 7561/64.
Blood Transfusion Van and Chassis. April 7. E.S.B. 7562/64.

COLOMBIA

(1) Water Filtration Equipment: (2) Sewage Pumps for Empresas Publicas Municipales de Cartagena. (Further Information.) (1) June 4, (2) May 22. E.S.B. 5711/64.
Asesoria De Contratos:
Diesel Tractor Compressors. April 10. E.S.B. 8055/64.*
Loading Shovels. April 6. E.S.B. 8054/64.

EGYPT

Railway and Road Construction; Rolling Stock; Workshop Equipment for General Organization for Executing the Five Year Industrial Plan. May 2. E.S.B. 7020/64.*
Switch Stations; Telecommunication Equipment for Ministry of Public Works. April 28. E.S.B. 7017/64.*
Egyptian Railways:
I.R. Tyres. April 14. Tender re-issued. E.S.B. 36991/63.
Steel Tyres. April 6. E.S.B. 8040/64.

EL SALVADOR

Neuro-Surgical Instruments for Proveeduria General de La Republica. April 28. E.S.B. 8086/64.*
Telephone Inter-Urban System for Administracion Nacional de Telecomunicaciones. March 31. E.S.B. 7867/64.*

FORMOSA

Central Trust of China:
Locomotives, Wheels and Tyres. April 6. E.S.B. 8083/64.*
Transformers. April 10. E.S.B. 8100/64.*
Mercury. March 31. E.S.B. 8402/64.*
Stainless Steel Pipe Fittings. April 10. E.S.B. 8401/64.*
Gas Turbine Generating Equipment. April 4. E.S.B. 8099/64.*
Pipes and Tubes. April 8. E.S.B. 8080/64.*
Silicon Steel Sheet. April 6. E.S.B. 8084/64.*
Pendulum Impact Testing Machine. April 6. E.S.B. 8087/64.*
Plate Heat Exchangers. March 30. E.S.B. 593/64.*
Magnesium Ingots. April 10. E.S.B. 8013/64.*
Rolled Steel. March 31. E.S.B. 8085/64.*
Aluminium Fluoride. April 3. E.S.B. 8403/64.*
Industrial Valves. April 7. E.S.B. 8404/64.*
Switchgear. (Further Information.) Closing date April 7. Tender re-issued. E.S.B. 39358/63.*
Generator Sets. (Further Information.) Closing date April 6 Tender re-issued. E.S.B. 31776/63.*
Steel Pipe Fittings and Steam Traps. April 13. E.S.B. 8098/64.*
Steel Plates. (Further Infromation.) E.S.B. 595/64.*
Dyestuffs. April 3. E.S.B. 7541/64.*

FRANCE

Supreme Headquarters, Allied Powers Europe:
Vehicles. April 6. E.S.B. 8092/64.*
Vehicles. April 6. E.S.B. 7823/64.*

GREECE

Ministry of Trade:
Electric Light Fittings. April 27. E.S.B. 7896/64.*
Galvanised M.S. Plates. (Further Information.) E.S.B. 16024/63.
Institute of Social Insurance:
Electro-Encephalograph Paper. April 14. E.S.B. 7889/64.*
Dental Anaesthetics. April 14. E.S.B. 7890/64.*

INDIA

Ballast Cleaning Machine for Ministry of Railways. (Further Information.) Tender documents now available. E.S.B. 7011/64.*
Boiler Tubes for Gujarat Electricity Board. (Further Information.) Tender documents now available. E.S.B. 5770/64.*
Copper Ingots for Hindustan Aircraft Ltd. March 30. E.S.B. 8027/64.
Electrical Equipment for Posts and Telegraphs Department, Calcutta. May 7. E.S.B. 8060/64.
Filter Presses for Indian Rare Earths Ltd. May 4. E.S.B. 7886/64.
Heavy Duty Grabs for Madras Port Trust. (Further Information.) E.S.B. 6459/64.*
L.T. Fuse Switch Distribution Boards for Singareni Collieries Company Ltd. April 3. E.S.B. 8051/64.*
Power Line Carrier Equipment for Bihar State Electricity Board. May 27. E.S.B. 8089/64.
Power Line Carrier Equipment for Uttar Pradesh State Electricity Board. Postponed to June 6. E.S.B. 3742/64.*
Pump Sets for Neyveli Lignite Corporation Ltd. Closing date postponed to April 1. E.S.B. 3435/64.*
Pumping Units for Indian Oil Company Ltd. March 30. E.S.B. 7887/64.
Power Station Equipment for Damodar Valley Corporation, Calcutta. May 21. E.S.B. 8059/64.*

(Continued on next page)

Some of the 130 caravans supplied by Fairholme Products Ltd. to equip a complete caravan village at the 1964 National Swiss Exhibition, Lake Lausanne (April 30 to October 25). The caravan village has been ordered through Fairholme's Swiss agents, Caravanes Caillet Ltd., who are also developing the site, to provide extra accommodation for visitors. The total value of the order is about £43,000.

Radio Telephony Equipment for North Eastern Railway. May 2. E.S.B. 8038/64.*
Technical Educational Equipment for Department of Technical Education, Goa. March 30. E.S.B. 7834/64.
Transmission Line and Accessories for Assam State Electricity Board. (Further Information.) Closing date postponed to April 13. E.S.B. 4962/64.*
Vehicle Spare Parts for U.P. Rajkiya Yatayat Kendriya, Kanpur. April 14. E.S.B. 7571/64.
Directorate of Supplies and Disposals:
Brass Bars. (Further Information.) E.S.B. 7098/64.
Grinding Machine. April 10. E.S.B. 7808/64.
Hindustan Steel Ltd.:
Pneumatic Tube System. (Further Information.) Closing date postponed to March 30. E.S.B. 40628/63.*
Earth Moving Machinery; Cranes; Fork Lift Trucks. (Further Information.) Closing date postponed to April 15. E.S.B. 5763/64.*
State Electricity Board:
Transformers and Switchgear. Closing date postponed to April 15. E.S.B. 534/64.*
Transformers. April 2. E.S.B. 8037/64.*
Atomic Energy Establishment, Trombay:
Signal Generator. April 3. E.S.B. 7845/64.
Testing Instrument. April 4. E.S.B. 7522/64.*
Procurement Circle:
Lathes. May 22. E.S.B. 7831/64.*
Steel Rods. May 11. E.S.B. 7832/64.*
Under Reamers. May 8. E.S.B. 7833/64.*
Measuring Instruments. April 29. E.S.B. 8030/64.
Pressure Gauges. May 18. E.S.B. 8031/64.
Pressure Gauges. May 18. E.S.B. 7838/64.*
Radiography Unit. April 18. E.S.B. 7837/64.*

IRAN

Glycerine for Ministry of War. May 19. E.S.B. 8001/64.*
Water Supply Connections for Tehran Water Board. April 5. E.S.B. 8045/64.
Wire for Ministry of P.T.T. Closing date postponed to April 30. E.S.B. 38637/63.
Iranian Tobacco Monopoly:
Fork Lift Trucks. May 9. A limited number of tender documents now available. E.S.B. 8093/64.*
Electric Cooking Pots with Colanders. May 10. A limited number of tender documents now available. E.S.B. 8094/64.*
Time Recorders; Tape. May 6. E.S.B. 8003/64.*
Time Recorders; Tape. (Further Information.) Tender documents now available. E.S.B. 8003/64.*
Laundry Machinery. May 11. E.S.B. 8095/64.*

IRAQ

Aviation Fuel Installation for Baghdad International Airport. May 7. E.S.B. 7581/64.
Drugs. Central Foreign Purchasing Board. May 3. E.S.B. 7801/64.
Locomotives for Directorate General of Railways. June 1. E.S.B. 7883/64.
Photographic and X-Ray Equipment for Ministry of Finance. May 5. E.S.B. 7802/64.
Water Tanker for Directorate General of Sewerage Board. April 15. E.S.B. 7582/64.
X-Ray Materials for Ministry of Health. April 19. E.S.B. 7585/64.
Ministry of Defence:
Rainwear. April 1. Tender documents now available. E.S.B. 7585/64.*
Water Coolers; Refrigerators; Fans. (Further Information.) Tender documents now available. E.S.B. 7584/64.*
Dairy Administration:
Dairy Plant Equipment. April 15. E.S.B. 7590/64.
Ventilation Equipment. April 15. E.S.B. 7589/64.
Ministry of Municipal and Rural Affairs:
Electric Lamps. April 21. E.S.B. 7877/64.
C.I. Pipe Fittings. April 21. E.S.B. 7580/64.
Water Supply Scheme. May 26. E.S.B. 7882/64.
Government Oil Refineries Administration:
Wire. April 7. E.S.B. 7579/64.
Tetraethyl Lead. March 31. Tender documents now available. E.S.B. 6433/64.*
Pipes and Fittings. April 4. Tender documents now available. E.S.B. 6435/64.*
Iraqi Ports Administration:
Drugs; Chemicals; Laboratory Equipment. April 9. E.S.B. 7592/64.
Marine Equipment. April 16. E.S.B. 7591/64.
Hospital Supplies. April 9. E.S.B. 7805/64.
Medical Equipment. April 16. E.S.B. 7876/64.
Zinc Plates for Steam Boilers. April 16. E.S.B. 7884/64.
M.S. Angle and Channels. April 9. E.S.B. 7875/64.
Tide Gauge Equipment. April 2. E.S.B. 7885/64.

IRISH REPUBLIC

Electrical Equipment for Dublin Port and Docks Board. May 1. E.S.B. 8048/64.
Sewage Ejector for Cork County Council. May 22. E.S.B. 8033/64.
X-Ray Apparatus for Dublin Health Authority. April 8. E.S.B. 7857/64.

JORDAN

Construction Project for Amman Municipality Committee. (Further Information.) Closing date postponed to April 20. E.S.B. 3028/64.

KUWAIT

Paint; Traffic Control Equipment; Vehicle Testing Equipment for Ministry of Interior. Closing date postponed to March 31. E.S.B. 35822/63.
Transformers for Ministry of Electricity and Water. April 15. E.S.B. 7839/64.*

MALAYSIA

Diesel Railway Trolleys for Malayan Railway. June 15. E.S.B. 8032/64.
Lifts for Sabah Public Works Department Headquarters. April 25. E.S.B. 7850/64.
Pumps for Ministry of Agriculture and Co-operatives. (Further Information.) E.S.B. 38647/63.

MOZAMBIQUE

Passenger Buses for Municipal Chamber, Lourenco Marques. Closing date postponed to April 3. A copy of the press announcement (in Portuguese) now available. E.S.B. 2664/64.*
Water Supply Schemes for Public Works Department, Lourenco Marques. March 31. E.S.B. 8070/64.

NETHERLANDS

Road Surfacing Work for Director General of Waterways. April 3. E.S.B. 8096/64.

NEW ZEALAND

Cable for Town Clerk's Office, Dunedin. April 29. E.S.B. 8056/64.*
Transformer Units for New Zealand Electricity Department. May 12. E.S.B. 8061/64.*
General Post Office:
Cable and Fittings. April 15. E.S.B. 8097/64.*
Toggle Bolts. April 10. E.S.B. 7852/64.*

NORTHERN RHODESIA

Drugs and Chemicals for Central Supply and Tender Board. April 3. E.S.B. 7597/64.*
Ministry of Health:
Chemicals. April 3. E.S.B. 7598/64.
Hypodermic Needles. April 3. E.S.B. 7599/64.
Government Printers:
Duplicating Materials. April 3. E.S.B. 7600/64.
Stationery. April 3. E.S.B. 7806/64.

PAKISTAN

Air Compressors; Pneumatic Drills for Investment, Promotion and Supplies Department, Karachi. March 31. E.S.B. 7830/64.*
Textile Machinery for West Pakistan Industrial Development Corporation. April 5. E.S.B. 8407/64.
Crawler Tractors for Directorate of Industries, Lahore. March 31. E.S.B. 8044/64.
Directorate of Supply:
Cobalt. April 1. E.S.B. 7851/64.*
Laboratory Equipment. April 6. E.S.B. 7854/64.*
Street Lighting Equipment. March 31. E.S.B. 7849/64.*
Directorate of Telegraph and Telephone:
Air Conditioning Equipment. (Further Information.) Tender documents and drawings now available. E.S.B. 7558/64.*
Air Conditioning. April 2. E.S.B. 7880/64.*
Air Conditioning Equipment. (Further Information.) Tender documents and drawings now available. E.S.B. 7557/64.*
PCTW Protectors. April 16. E.S.B. 8408/64.*
V.H.F. Equipment. May 4. E.S.B. 8406/64.

PORTUGAL

Battery-Accumulators for Air Force Supply Department. April 2. E.S.B. 8053/64.

SAUDI ARABIA

Medicines and Medical Equipment for Ministry of Defence and Aviation. April 4. E.S.B. 8011/64.

SOUTH AFRICA

State Tender Board:
Laboratory Apparatus. April 15. E.S.B. 7865/64.*
Trailers. March 31. E.S.B. 7864/64.*
Generating Set. April 8. E.S.B. 7863/64.*
Meteorological Apparatus. April 17. E.S.B. 7873/64.*
Laboratory Apparatus. April 17. E.S.B. 7871/64.*
South African Railways:
Cable. April 3. E.S.B. 7828/64.*
Fishplates and Washer Plates; Nuts, Bolts and Washers. April 10. E.S.B. 7827/64.*
Builder's Hardware. April 8. E.S.B. 7862/64.*
Cable. April 10. E.S.B. 7858/64.*
Steel Rails. April 10. E.S.B. 7860/64.*
Fork Lift Carrier. April 10. E.S.B. 7859/64.*
Steel Axles. April 10. E.S.B. 7861/64.*

SOUTH VIETNAM

Central Purchasing Authority, Saigon:
Tyres and Tubes. April 8. E.S.B. 8025/64.*
Blankets. April 8. E.S.B. 8058/64.*
Tyres and Tubes. April 3. E.S.B. 8024/64.*

SOUTHERN RHODESIA

Diesel/Alternator Plants for Government Tender Board. April 3. E.S.B. 7870/64.*

SPAIN

Electric Trucks for Ministerio de la Gobernacion. (Advance Information.) Closing date not known. E.S.B. 7819/64.
Radio-Communication Equipment for Ministerio De Marina. April 17. E.S.B. 7817/64.
Ministry of Public Works:
Harbour and Constructional Works. March 31. E.S.B. 8010/64.
Harbour Equipment. March 30. E.S.B. 7818/64.

SUDAN

Sudan Railways:
Air-Filtering Equipment. April 14. E.S.B. 7899/64.*
Bogie Goods Wagons. April 27. E.S.B. 7900/64.*
Department of Posts and Telegraphs:
Pole Heads. April 18. E.S.B. 8008/64.*
Plumbers' Solder. April 16. E.S.B. 8009/64.*

THAILAND

Cable for Metropolitan Electricity Authority. April 7. E.S.B. 8052/64/D.L.F.
Oil Pads with Spring Frame for State Railway of Thailand. April 10. E.S.B. 8065/64.

TURKEY

N.A.T.O. Infrastructure Contract:
Construction Works for Turkish Authorities. O.D. 950/63(73.)
Municipality of Istanbul:
Constructional Projects. June 1. E.S.B. 7954/64.
Underground Railway Constructional Project. (Further Information.) Closing date postponed to June 1. E.S.B. 12921/63.

URUGUAY

Servicio Oficial de Difusion Radio-electrica:
Condensers. April 21. Tender documents (in Spanish) available. E.S.B. 7811/64.*
Radio and Television Equipment. April 28. Tender documents (in Spanish) available. E.S.B. 7812/64.*
Measuring Instruments. May 12. Tender documents (in Spanish) available. E.S.B. 7814/64.*
Insulators and Accessories. May 5. Tender documents (in Spanish) available. E.S.B. 7813/64.*
Radio and Television Accessories. May 20. Tender documents (in Spanish) available. E.S.B. 7815/64.*
Radio and Television Equipment. April 14. Tender documents (in Spanish) available. E.S.B. 7810/64.*

Agency and export opportunities, market reports, etc.

Further details of the items referred to below can be obtained from the Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4, (CITy 5757, Ext. 427). Please quote reference numbers in all inquiries.

Australia
Agency inquiry for glass blanks; refractory materials. (E.S.B. 8239/64.)
Inquiry for laboratory apparatus; pharmaceutical specialities; scientific instruments. (E.S.B. 7309/64.)
Inquiry for cellulose sponge. (E.S.B. 7711/64.)
Inquiry for emulsifiers and stabilisers for foodstuffs. (E.S.B. 5889/64.)
Inquiry for chain. (E.S.B. 7198/64.)
Manufacture under licence – adhesives; paints; surface coatings. (E.S.B. 7748/64.)

Bahamas
Inquiry for bottling equipment and supplies; distillery machinery and plant. (E.S.B. 7422/64.)

Bahrain
Inquiry for electric heaters; steel doors and windows. (E.S.B. 7716/64.)
Inquiry for electrical appliances; steel office furniture; pumps. (E.S.B. 7677/64.)

Belgium
Road tunnel construction project. (E.S.B. 35808/63.)

Bolivia
Inquiry for suede clothing. (E.S.B. 7678/64.)
Inquiry for toys. (E.S.B. 7708/64.)

Canada
Agency inquiry for shoe findings and accessories. (E.S.B. 8131/64.)
Agency inquiry for air compressors. (E.S.B. 7706/64.)
Agency inquiry for fishing reels; smokers' requisites. (E.S.B. 7446/64.)
Agency inquiry for metal forgings. (E.S.B. 7494/64.)
Agency inquiry for surgical and hospital equipment. (E.S.B. 7535/64.)
Agency inquiry for foodstuffs. (E.S.B. 40600/63.)
Inquiry in respect of Carleton University-Ottawa, chemistry department. (E.S.B. 7435/64.)
Inquiry for books; toys. (E.S.B. 7352/64.)
Inquiry for druggists' sundries; toiletries. (E.S.B. 7395/64.)
Inquiry for electronic components and instruments. (E.S.B. 7733/64.)
Inquiry for ski clothing and equipment. (E.S.B. 7249/64.)
Inquiry in respect of construction of civic centre. (E.S.B. 7757/64.)
Inquiry for gas turbines. (E.S.B. 8275/64.)

(Continued on page 639)

Background to Eight Markets

AUSTRIA
DENMARK
FINLAND
GREECE
NORWAY
PORTUGAL
SPAIN
SWEDEN

Here are 75 million people in eight markets for British Exporters. But you need to know a great deal about them – what they buy from us, what they *might* buy from us, their trading customs, import regulations, packaging requirements. This is the kind of information you'll find in a new Barclays Guide for Exporters, which provides profiles of these eight markets. Copies can be obtained through any branch of the bank or from Barclays Group Office, 54 Lombard Street, London, E.C.3. Alternatively, please get in touch with any of our specialised foreign branches:—

London: Chief Foreign Branch,
168 Fenchurch Street, EC3
West End Foreign Branch,
1 Pall Mall East, SW1
Birmingham: 61 Colmore Row
Bradford: 25 Kirkgate
Cardiff: St. David's House,
10 Wood Street
Liverpool: 38 Old Hall Street
Manchester: 94 Portland Street
Nottingham: 15 Victoria Street
Southampton: Grosvenor House,
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,, ,,	Bldg. III, Northern Area	,,
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,, (Airport)	Building 66, Renfrew	,,
LEICESTER	15 Rutland Street	'LEWINJOHN'
LEEDS	54 Merrion Street	'GATEJOHN'
HARWICH	21 Garland Road	'JOHNSTON'
PARIS	8 Rue D'Enghien	'JOHNWIN'
,, (Airport)	Aerogare Fret Orly	'WINGAIR'
HAVRE	7 Rue des Drapiers	'JOHNGATE'
TORONTO	217 Bay Street	'STONGATE'
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Manufacture under licence – women's clothing. (E.S.B. 7660/64.)
Manufacture under licence – fibreglass Christmas trees. (E.S.B. 6688/64.)
Market report on water fluoridation chemicals. (E.S.B. 39651/63.)

Ceylon
Inquiry for paint. (E.S.B. 7594/64.)
Inquiry for catering equipment; cutlery; glassware; kitchenware. (E.S.B. 27170/63.)

Colombia
Inquiry for refuse collecting vehicles. (E.S.B. 7984/64.)
Inquiry for slaughterhouse equipment; refrigeration plant. (E.S.B. 7335/64.)

Dahomey, Republic of/Rumania
Trade Agreement. (C.R.E. 9480/G.)

Denmark
Agency inquiry for chemicals. (E.S.B. 7349/64.)

Finland
Agency inquiry for hose fittings. (E.S.B. 7622/64.)
Agency inquiry for industrial raw materials. (E.S.B. 7712/64.)
Agency inquiry for linings. (E.S.B. 7675/64.)
Agency inquiry for chamois leathers; control equipment and meters for food machinery. (E.S.B. 7624/64.

France
Agency inquiry for electrical equipment; sanitary equipment; industrial valves. (E.S.B. 7635/64.)
Agency inquiry for building materials; sanitary appliances. (E.S.B. 7910/64.)
Agency inquiry for steel; hand tools; machine tools for metal working. (E.S.B. 7695/64.)
Agency inquiry for knitwear; toys. (E.S.B. 7491/64.)
Inquiry for copper tubing; aluminium; steel. (E.S.B. 7375/64.)
Inquiry for clothing; furniture; furnishing fabrics and accessories; sports clothing and accessories. (E.S.B. 8240/64.
Inquiry for floor and wall tiling; machinery for manufacturing cement pipes. (E.S.B. 7376/64.)
Manufacture under licence – electrical equipment. (E.S.B. 7994/64.)
Manufacture under licence – agricultural machinery. (E.S.B. 7988/64.)
Market report on the department of the Yonne and the towns of Auxerre, Sens and Avallon. (E.S.B. 7644/64.)

France/Switzerland
Trade Agreement. (C.R.E. 1876/G.)

Germany, Federal Republic of
Agency inquiry for electrical equipment; power tools. (E.S.B. 7792/64.)
Agency enquiry for chemical products; tools; metals; gauges. (E.S.B. 7659/64.)
Agency inquiry for rubber products. (E.S.B. 7979/64.)
Inquiry for woodworking machines. (E.S.B. 8145/64.)

Germany, Federal Republic of Hungary
Trade Agreement. (C.R.E. 1745/G.)

Ghana
Inquiry for ophthalmic equipment. (E.S.B. 8297/64.)
Inquiry for umbrella parts and materials. (E.S.B. 7679/64.)
Inquiry for vehicle component-kits. (E.S.B. 7388/64.)

Hong Kong
Agency inquiry for cosmetics and perfumes; pharmaceuticals; foodstuffs. (E.S.B. 7386/64.)

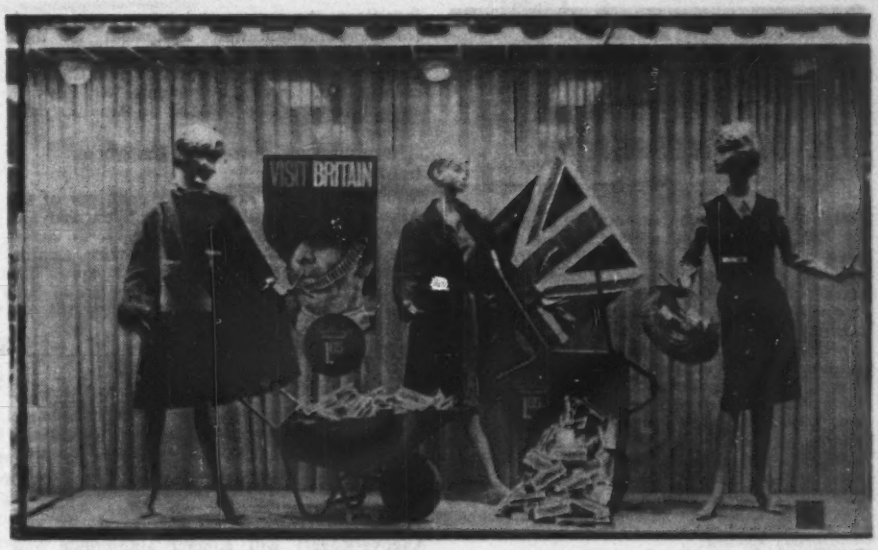
Hungary/Cuba
Trade Agreement. (C.R.E. 3134/G.)

Iraq
Agency inquiry for foodstuffs; household appliances; textiles; vehicle spares and batteries. (E.S.B. 983/64.)

Israel
Agency inquiry for yarns; textile machinery – further information. (E.S.B. 1088/64.)
Inquiry for ticket vending machines. (E.S.B. 7636/64.)
Manufacture under licence – radiators for vehicles. (E.S.B. 8165/64.)
Slum clearance plans. (E.S.B. 6745/64.)

Italy
Agency inquiry for hacksaw blades; steel; tools. (E.S.B. 7478/64.)
Inquiry for haberdashery; powder compacts. (E.S.B. 7610/64.)

Jamaica
Agency inquiry for glass; gloves; hosiery; locks and latches; underwear. (E.S.B. 3567/64.)



British biscuits were effectively linked with British tourist attractions in this Stockholm shop window by Cadbury Bros. Ltd., Bournville, during a recent highly successful biscuit campaign in Sweden.

Lebanon
Inquiry for machinery and materials for new industries. (E.S.B. 1406/64.)

Libya
Inquiry for contractors. (E.S.B. 6737/64.)

Martinique
Agency inquiry for toys. (E.S.B. 5695/64.)

Mexico
Inquiry for dental instruments and equipment; medical equipment and apparatus. (E.S.B. 7663/64.)

Morocco
Inquiry for glass fibre. (E.S.B. 6947/64.)

Netherlands
Agency inquiry for electro-technical and mechanical equipment. (E.S.B. 7468/64.)
Agency inquiry for clothing. (E.S.B. 7943/64.)
Inquiry for tube bending apparatus. (E.S.B. 7665/64.)
Inquiry for hotel glassware. (E.S.B. 7770/64.)

Nigeria
Inquiry for groundnut decorticating machines; machinery for making ceiling board. (E.S.B. 7667/64.)
Inquiry for cotton yarns. (E.S.B. 7485/64.)

Northern Rhodesia
Tenders for Government Contracts. (C.R.E. 6555/G.)

Norway
Agency inquiry for dish washing machines; washing machines. (E.S.B. 8213/64.)
Agency inquiry for camping furniture; pullovers. (E.S.B. 1071/64.)
Inquiry for time switches. (E.S.B. 4335/64.)

Pakistan
Collaboration – alloy steel plant. (E.S.B. 7267/64.)

Philippines
Inquiry for sawmill equipment. (E.S.B. 7662/64.)

Portugal
Inquiry for self service restaurant equipment. (E.S.B. 7993/64.)

Saudi Arabia
Agency inquiry for gramophone records, pre-recorded tapes. (E.S.B. 7710/64.)

South Africa
Manufacture under licence – stainless steel hollowware. (E.S.B. 4384/64.)

Sudan
Inquiry for injection moulding machines; moulds. (E.S.B. 7318/64.)

Sweden
Agency inquiry for dish washing machines. (E.S.B. 8109/64.)
Agency inquiry for analytical chemicals. (E.S.B. 8112/64.)
Agency inquiry for paint. (E.S.B. 8105/64.)
Agency inquiry for yarns. (E.S.B. 6310/64.)
Inquiry for plant for production of potato crisps. (E.S.B. 7743/64.)

Switzerland
Agency inquiry for worsted piece goods. (E.S.B. 20533/63.)

Trinidad
Inquiry for novelty lines. (E.S.B. 8110/64.)

Turkey
Inquiry for playground equipment. (E.S.B. 7696/64.)
Inquiry in respect of tourist accommodation. (E.S.B. 6849/64.)
Inquiry for hessian cloth. (E.S.B. 491/63.)
Inquiry for brick and tile manufacturing plant. (E.S.B. 8153/64.)
Investment advisory service. (E.S.B. 7604/64.)

Uganda
Inquiry for machinery and plant. (E.S.B. 7460/64.)

United States of America
Agency inquiry for bottle filling and sealing machines. (E.S.B. 8206/64.)
Inquiry for router bits. (E.S.B. 3331/64.)
Inquiry for lamp components. (E.S.B. 7212/64.)
Inquiry for electronic welders for wood. (E.S.B. 7419/64.)
Inquiry for wire for bookbinding. (E.S.B. 7411/64.)
Inquiry for cloth for billiard tables; pool balls. (E.S.B. 8304/64.)

Uruguay
Market report on office machinery. (E.S.B. 3014/64.)

Windward Islands
Agency inquiry for condensed milk. (E.S.B. 8106/64.)

REPORTS FOR UNITED KINGDOM EXPORTERS ON FIRMS OVERSEAS

UNITED KINGDOM exporters may wish to know more about a firm abroad which has offered to do business with them. The Board of Trade keeps records about the standing, activities and influence of many firms abroad, and will make inquiries about any particular firm not already on record. These are not credit reports (for which the inquirers should apply to banks and other agencies) but they are useful in deciding the suitability of the overseas trader as a sales outlet. Requests for reports should be addressed to Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4, or to the appropriate Regional office of the Board.

Export tours of UK businessmen

The United Kingdom businessmen listed below are among those who will be calling, or who have recently called, at H.M. Government's overseas posts during their current visits to export markets. Overseas Officers are able to give varied assistance to United Kingdom businessmen going abroad by providing itineraries, introductions to overseas buyers, suitable agents and so on. Firms who wish to use these official services should make contact in advance with the regional offices of the Board of Trade or with Export Services Branch, Hillgate House, London, E.C.4. At the same time they are invited to send advanced details of their overseas tours to the Editor for publication in the Board of Trade Journal.

Cider manufacturer's sales tour

Mr. Ian Howie, managing director of The Merrydown Wine Co. Ltd., Horam, Sussex, left the United Kingdom recently for a five-week tour calling at Ceylon, Singapore, Australia, New Zealand, Fiji, the United States, Canada and Iceland. Mr. Howie is calling on his company's agents and on prospective agents where the company is not already represented. The Merrydown Wine Company's policy is predominantly 'export-minded' and they have secured considerable overseas business.

Sales trips to Italy and the United States

Mr. Frank Viner-Midgley, chairman, and Mr. R. P. B. Goddard, sales manager of Wendell Manufacturing Co. Ltd., London, will visit Milan, Turin, Genoa and perhaps Rome between March 16 and 25. He intends to visit important concerns in the aircraft, motor, electrical and general engineering field who might be interested in his firm's precision jigs, dies, gauges, etc. In April Mr. Goddard intends to visit the United States and will be in Detroit from April 20 to May 2, where he has a display on the Gauge and Tool Makers Association stand at the Tool Manufacturing Engineers exhibition. He will also visit other areas in the United States and intends to return to the United Kingdom in June.

Far East sales trip

Mr. T. S. Glaister, director of the Red Bridge Book Cloth Co. Ltd., Bolton, arrived at Colombo on February 21 on the start of a tour to Ceylon, Hong Kong, Manila, Singapore, Australia, New Zealand, Honolulu, the United States and Canada. He will contact the company's existing agents and promote greater sales of the company's book-binding cloth, paper and tracing cloth in these markets.

Telephone equipment for South America

Mr. C. A. Edwards, assistant overseas sales manager of the Telephone Manufacturing Co. Ltd., Orpington, Kent, expects to arrive in Caracas on March 31 to begin a sales tour of several South American countries. He will investigate the present and future requirements for telecommunication equipment in these countries and will discuss, both technically and commercially, the application of T.M.C. equipment to meet these requirements. Mr. Edwards expects to return to London on May 3.

Alternators and pumps for Caribbean markets

Mr. W. J. Briggs, export sales manager of the Alternator Division of Arthur Lyon and Co. (Engineers) Ltd., Stamford, Lincs, is to undertake a visit to the West Indies, Mexico, Central and South America at the end of April. The purpose of his tour is to visit agents and customers and to promote new outlets for the company's products, in particular, Stamford alternators and Alcon pumps.

West Indian tour

Mr. J. Angove-Rogers, resident representative of Forbes Campbell (Merchant Shippers) Ltd., who is based on Brazil, will proceed on tour to Kingston, Paramanbo, Georgetown, Port of Spain and Caracas. This tour will take approximately two months after which Mr. Angrove-Rogers will return to his base in Brazil. Mr. Angove-Rogers will contact automobile and tractor importers, agricultural implement importers, national and Municipal Government departments and the military services.

Far East marketing tour

Mr. I. R. Wilson, regional marketing manager of the British Drug Houses Ltd., London, will be making a tour of the Far East during March and April. His itinerary will include visits to Pakistan, India, Ceylon, Thailand, Singapore, Burma, Hong Kong and Formosa. The purpose of Mr. Wilson's tour will be to formulate plans for the marketing of BDH ethical and proprietary products in the markets concerned.

Telecommunications sales tour

Mr. A. J. Trewin, sales manager of A.T. & E. (Bridgnorth) Ltd., left on February 24 for a month's business visit to the Caribbean, Central and South American countries. The company is part of the Plessey Group and manufactures telecommunications and telegraph equipment and high speed data transmission equipment. Mr. Trewin will make a general sales investigation of the potential in these areas for this type of equipment.

INDUSTRIAL AERODYNAMICS EXPERT FOR JAPAN

Mr. Christopher Scruton of the National Physical Laboratory has been asked to advise on the aerodynamics problems associated with the construction of a proposed high level suspension bridge over the Akashi Strait in Japan's Inland Sea. He left for Japan on March 5, for three weeks. Mr. Scruton is going to Japan at the invitation of the Mayor of Kobe, Dr. Haraguchi, who is himself a trained engineer.

Machine tools for the United States

Mr. David H. R. Smith, export manager of John Ackworthie Ltd., Kenilworth, Warwickshire, left London on March 8 to start a sales promotion tour of the United States. John Ackworthie Ltd. are manufacturers of machine tools. They also have a subsidiary company in Birmingham engaged in the manufacture of taps and dies.

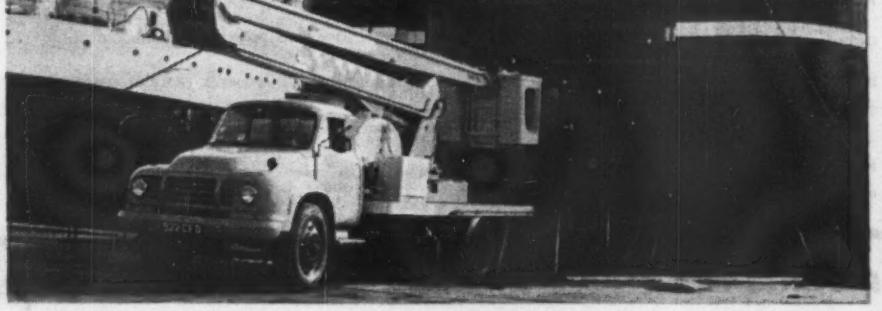
South African market study

Mr. Madron Seligman, managing director of APV Exports Ltd., Crawley, Sussex, left at the end of February for a six-week tour of South Africa and neighbouring countries. APV have supplied a large quantity of pasteurizers, evaporators and other processing plant to the food and chemical industries in these areas and Mr. Seligman's purpose is to promote an expansion of sales by studying the technical and marketing requirements at first hand.

A LIBRARY FOR EXPORTERS

Foreign trade statistics and other economic statistics from almost every country in the world are freely available for reference in the Board of Trade **Statistics and Market Intelligence Library** *at Hillgate House, 35 Old Bailey, London, E.C.4. This is a modern well-equipped library of over 85,000 volumes. It has a reading-room for visitors, and provides a document-copying service. There are trade directories covering 150 countries, and an expanding collection of trade catalogues of foreign manufacturers.*

The library opens from 9 to 5.30, Mondays to Fridays. Tel. City 5757, Ext. 368, or Telex No. 25977.



Bound for Belgrade aboard the Transport Ferry Service's ship Cerdic Ferry from Tilbury to Rotterdam is a D-50 Simon hydraulic platform de-icing unit. Believed to be the first of its kind to be sent to Yugoslavia, it will be used by Yugoslovenski Aerotransport in Belgrade for de-icing and general maintenance of their aircraft. The machine is mounted on a 7-ton Bedford chassis and is equipped with a 250-gallon tank for the de-icing fluid. The unit, nearly 30 feet long and 11 feet high, was driven across the Continent by a driver/demonstrator from Simon Engineering Ltd.

Tariff, Customs and Import Regulations in overseas countries

REGISTERED TRADE MARK (RTM) GOODS IN OVERSEAS TARIFF LISTS

The Lists of Tariff, Customs and import regulation changes in overseas countries published in this section of the Journal sometimes contain words which are registered trade marks in the United Kingdom. So far as is practicable, all lists of goods are checked before publication from this point of view.

Items which fall into this category will now be preceded by the letters 'r t m'. Readers of the Journal should note that this prefix signifies that the words are registered as trade marks in the United Kingdom, but that in the present context they are assumed to refer generally to products of the description stated in brackets.

While every attempt will be made to ensure that the scrutiny is complete, the lists may contain other words which are registered as trade marks in the United Kingdom or in other countries but which it has not been possible to identify.

INDIA

Budget 1964/65

A PRELIMINARY notice about the Indian budget was published in last week's *Board of Trade Journal*. There have been some changes in Customs and Excise duties and details of these are given below:

TABLE 1

Details of changes in basic Customs Duty

Items in in the Tariff Schedule	Brief description of the article	Present rate of duty		Proposed rate of duty	
		Standard rate of duty	Preferential rate of duty	Standard rate of duty	Preferential rate of duty
Import Tariff					
8 (2)	Fruits dried (salted and all other kinds), not otherwise specified.	50%	40%	60% (For some fruits rates converted into specific rates)	50%
Ex 12 (2)	Copra	40% *Statutory* 25% (By notification)	30% 15% (By notification)	No change 30% (By notification)	No change 20% (By notification)
28 (34)	Caustic soda	40%	30%	80%	70%
63 (32)	High carbon or spring steel wire.	Rs. 84·00 per ton plus 5%	Rs. 50·00 per ton plus 5%	Rs. 84·00 per ton plus 25%	Rs. 50·00 per ton plus 25%
75 (1)	Motor cars including taxicabs, completely assembled.	150%	—	60% (By notification)	—
Export Tariff					
1	Raw jute:				
	(i) cuttings	Rs. 4·50 per bale	—	Nil (By notification)	—
	(ii) others	Rs. 15 per bale	—	Nil (By notification)	—

LETTERS TO THE EDITOR

Editorial communications should be addressed to the Editor, Board of Trade Journal, *Room 227A, 1 Victoria Street, London, S.W.1. (Tel. Abbey 7877, Ext. 2656). Telegrams and cables should be addressed 'Boneblack. London.'*

TABLE 2

CENTRAL EXCISE

1. CHANGES PROPOSED IN THE RATES OF DUTY UNDER THE CENTRAL EXCISES AND SALT ACT, 1944.

A. *By bill:*

(a) *Tobacco*

Manufactured tobacco – Cigarettes

Tariff Item	Description	Unit	Existing rate of duty (Basic)	Proposed rate of duty (Basic)
			Rs.	Rs.
4 II (2) (iii)	Value exceeds Rs. 15/- a thousand but does not exceed Rs. 25/- a thousand	1,000 cigarettes	8·50	7·50
4 II (2) (iv)	Value exceeds Rs. 7·50 a thousand but does not exceed Rs. 15/- a thousand	,,	4·20	4·40

(b) *Pigments, paints and varnishes*

Item	Unit	Existing rate of duty	Proposed rate of duty
		Rs.	Rs.
14 Dispersed organic pigments	Kg.	0·17½	2·50

(c) *Sodium silicate (New Item)*

Item	Unit	Proposed rate of duty	
		Tariff rate	Effective rate (By notification)
		Rs.	Rs.
Sodium silicate 14BB	Quintal	8·00	4·00

(d) *Soap*

Item	Unit	Existing rate of duty (Basic)	Proposed rate of duty (Basic)
		Rs.	Rs.
15 (1) Soap, household and laundry	Quintal	15·50	18·00
(2) Other sorts		18·00 37·55	38·00

(e) *Paper*

Item	Unit	Existing rate of duty	Proposed rate of duty
		Rs.	Rs.
17 (1) Cigarette tissue	Kg.	1·00	1·00
(2) Blotting, toilet, target, tissue other than cigarette tissue, teleprinter, typewriting, manifold, bank, bond, art paper, chrome paper, tubsized paper, stamp paper, cartridge paper, parchment and coated board (including art board, chrome board and board for playing cards)		0·50	0·50
(3) Printing and writing paper, packing and wrapping paper, strawboard and pulpboard including grey board, corrugated board, duplex and triplex boards, other sorts	Kg.	0·22 0·35	0·35
(4) All other kinds of paper and paper board, not otherwise specified		0·50	0·50

(1) Certain varieties of writing and printing paper not exceeding 75 grammes in weight per square metre which fall in sub-item (3) will, however, continue to pay duty at the existing rate of 22 naye paise per kilogram made effective by notification.

(f) *Rayon and synthetic fibres and yarn*

Item	Unit	Existing rate of duty	Proposed rate of duty
		Rs.	Rs.
		Tariff rate	
18	Kg.	4·50	9·00
		Effective rates (by notification)	
(1) Staple fibre:			
(a) of cellulosic origin		1·00	1·00
(b) of non-cellulosic origin		1·00	2·00
(2) Yarn of cellulosic origin:			
(a) below 75 deniers		4·00	[illegible]
(b) 75-100 deniers		3·00	[illegible]
(c) above 100 deniers		2·00	3·00
(3) Yarn of non-cellulosic origin:			
(a) below 75 deniers		4·50	9·00
(b) 75-100 deniers		4·50	7·50
(c) above 100 deniers		4·50	6·00
(4) High tenacity or industrial yarns (for manufacture of fishing nets, parachute cords)		2·25	3·00
(5) Staple fibre yarn		Nil	Nil

(Continued on next page)

INDIA, *continued*

(g) *Cotton yarn*

Item	Unit	Existing rate of duty	Proposed rate of duty
18A	Kg.	Rs. *Tariff rate*	Rs.
(1) Of counts 29 or more		0·30	1·00
(2) Of counts less than 29		0·15	0·50

Item	Proposed rate of duty
	Rs.
Effective rates have been revised by notification, as below:	

French counts		In hanks	Other than in hanks
of and above	less than	nP/Kg.	nP/Kg.
—	6	—	10
6	14	—	15
14	22	—	25
22	29	5	35
29	40	10	45
40	51	25	60
51	—	50	90

(1) In counts above 26s even though yarn in hanks will have to pay duty at rates higher than that paid at present for counts above 40s, the difference in effective rates of duty between yarn cleared in other forms and those in hanks have been substantially enhanced from the present level of about 10-18 naye paise to 10-40 naye paise per kilogram. This should provide differential support to the handloom sector.

(h) *Woollen yarn, all sorts including knitting wool*

Item	Unit	Existing rate of duty	Proposed rate of duty
18B	*Ad val.*	*Tariff rate*	
(1) Worsted yarn:			
(a) Less than 48s counts		15% *ad val.*	15% *ad val.*
(b) 48s counts and more		15% *ad val.*	20% *ad val.*
(2) Others		7½% *ad val.*	7½% *ad val.*

Item	Unit	Proposed rate of duty	
		Effective rates (by notification)	
		Tariff value Rs. per Kg.	*Duty* Rs. per Kg.
(1) Worsted yarn:			
(a) Less than 48s counts		18·00	2·70
(b) 48s and above counts		26·00	5·20
(2) Others		8·00	0·60 nP (as at present)

(i) *Pig iron, steel ingots and iron or steel products*

Item	Unit	Existing rate of duty	Proposed rate of duty	
			Ceiling (by tariff)	Effective (by notification)
		Rs.	Rs.	Rs.
25. Pig iron	Metric ton	10·00	45·00	30·00
26. Steel ingots	,,	39·35	50·00	50·00
26AA. Iron or steel products: (i) Semi-finished steel		69·35 (30 product duty plus 39·35 ingot duty)	90·00	90·00
(ii) Bars, rods and structurals		,,*	90·00	90·00
(iii) Plates or sheets (other than skelp), and hoops and strips		7½% *ad val.* plus ingot duty (57·50 + 39·35)*	200·00	110·00
(iv) Skelp		7½% *ad val* plus ingot duty (52·50 + 39·35)*	200·00	150·00
(v) Cast iron pipes and tubes.		5% *ad val.* plus Rs. 10/- (pig iron duty)	5% *ad val.* plus Rs. 30·00 (crude iron duty)	Exempted if made from duty paid on iron in crude form.
(vi) Seamless pipes and tubes.		5% *ad val.* plus Rs. 39·35 (steel ingot duty)	5% *ad val.* plus Rs. 50·00 (steel ingot duty)	110·00
(vii) Other pipes and tubes of steel.		5% *ad val.* plus Rs. 39·35 (steel ingot duty)	5% *ad val.* plus Rs. 50·00 (steel ingot duty)	Exempted if made from duty paid plates, sheet or skelp.
(viii) Steel casting		5% *ad val.* plus Rs. 39·35 (steel ingot duty)	5% *ad val.* plus Rs. 50·00 (steel ingot duty)	Exempted if made from duty paid ingots or semis.

*By notification.

(j) *Aluminium – Item* 27 (*b*)

It is proposed to amplify sub-item (b) of this Item so as to include 'aluminium extrusions' also which will now pay duty at Rs. 500/- per ton. At present such extrusions pay duty only at the crude stage duty of Rs. 300/- per ton.

(k) *Footwear – Item* 36

The tariff description of this item is being recast so as to remove all ambiguity and a common criterion is being fixed on the levy of duty on footwear as well as the dutiable component parts, which is not quite the case at present.

TABLE 3

II. CHANGES MADE BY NOTIFICATION

(l) *Paints and varnishes – Item* 14

Concessional rates of duty in the case of oil paints and enamels are applicable to those manufacturers whose production of these products does not exceed 1,000 metric tons in a year. It is proposed:

(i) to reduce the concessional slab to 750 tons;

(ii) to allow it on the first 750 tons cleared by any manufacturer whose output in the whole year does not exceed 3,000 tons;

(iii) to lay down a conversion formula for volume to weight for calculation of exemption limit.

(m) *Acids*

Item	Unit	Existing rate of duty	Proposed rate of duty
14 G. Nitric, hydrochloric and sulphuric acids (including fuming acids and anhydrides thereof all sorts).	*Ad val.*	10% *ad val.*	Complete exemption to hydrochloric and nitric acids.

(n) *Gases*

Item	Unit	Existing rate of duty	Proposed rate of duty
14 H. Compressed, liquefied or solidified gases	*Ad val.*	10%	Complete exemption to all gases except to carbon dioxide used in the manufacture of aerated waters.

(o) *Rubber products*

Item	Unit	Existing rate of duty	Proposed rate of duty
16 A. Rubber products	*Ad val.*	*Tariff rates* 20%	20%
		Effective rates Rs.	Rs.
(i) Latex foam sponge	Kg.	1·55	2·15
(ii) Tread rubber, cushion compound, cushion gum and tread gum	Kg.	0·80	1·10

(p) *Paper – Item* 17

(1) It is proposed to give a concession of 5 naye paise per kilogram to paper containing not less than 50 per cent bagasse pulp.

(2) It is also proposed to give incentive to new units and to the expanded capacity of existing units for three years at the following rates:

First year – 25 per cent of duty
Second year – 20 per cent of duty
Third year – 15 per cent of duty

(3) The scope of the slab exemption applicable to strawboard and pulpboard has been extended to all manufacturers irrespective of their output on equitous considerations.

(q) *Cotton fabrics – Item* 19

Proposals:

(i) Consequent on the transfer of an additional part of the burden of duty from grey fabrics to yarn, the effective rates of duty on the former have been reduced.

(ii) Processing duties have been rationalized. Processed fabrics of superfine, fine and medium A varieties will now pay a duty increased by 5 naye paise per square metre. Corresponding relief has been given to medium B and coarse varieties which undergo shrink-proofing and organdie processing.

(iii) Powerloom units with 50-300 powerlooms, who would have paid the same rates as payable by composite mills in respect of the basic and additional duties on grey fabrics from 1964-65, would now pay only four-fifths of these rates.

(iv) Simultaneously with the reduction in the rates on grey fabrics, rates of compounded duty for powerloom units with 5-49 looms have been substantially reduced, particularly for units producing only medium and/or coarse fabrics. The rates are given below:

	Existing rates per loom per shift per month			Proposed rates per loom per shift per month	
	Medium/ coarse	Fine/ superfine		Medium/ coarse	Fine/ superfine
	Rs.	Rs.		Rs.	Rs.
(i) First 4 looms	10·00	12·50	(i) First 4 looms	Nil	Nil
(ii) Next 5 looms	15·00	37·50	(ii) Next 20 looms	2·50	37·50
(iii) Next 15 looms	25·00	75·00	(iii) Balance	5·00	75·00
(iv) Balance	35·00	175·00			

(r) *Electric motors*

Item	Unit	Existing rate of duty	Proposed rate of duty
30	*Ad val.*	15%	Complete exemption to such motors which operate at a pressure not exceeding 50 volts.

This will provide relief to the above types of motors (e.g. starter and toy motors) whose manufacture is a nascent industry.

(s) *Wireless receiving sets*

Item	Unit		Existing rates				Proposed rates		
			Price per set at the point of sale to the consumer		Duty per set		Price per set at the point of sale to the consumer		Proposed rate of duty per set
			Exceeding	Not exceeding			Exceeding	Not exceeding	
			Rs.	Rs.	Rs.		Rs.	Rs.	Rs.
33A	*Ad val.*	(i)	—	150	Nil	(i)	—	165	Nil
	Specific rates fixed by notification.	(ii)	150	250	15	(ii)	165	225	15
		(iii)	250	375	30	(iii)	225	300	21
		(iv)	375	500	75	(iv)	300	375	30
		(v)	500	—	100	(v)	375	475	50
						(vi)	475	575	70
						(vii)	575	675	90
						(viii)	675	—	100

(t) *Cinematograph films exposed – Item* 37

The ceiling of 3,250 metres imposed on the length of films for entitling them to the lower concessional rates of duty is proposed to be enhanced to 4,000 metres. While its revenue implication is negligible, this proposal will ease to some extent the restriction on the producers of films some of whom are finding it difficult to cater to the taste of the public within the stipulated length.

(u) *Gramophone records*

Item	Unit	Existing rate of duty	Proposed rate of duty
37 A	*Ad val.*	15% *ad val.*	Complete exemption

(v) *Matches*

Item	Unit	Existing rate of duty	Proposed rate of duty	
38	Per thousand	*Tariff rate*	*Effective rate per gross of 50s*	Rs.
		65 nP. for every 1,000 matches or fraction thereof. (No change)	'A' class factories .	4·60
			'B' class factories .	4·40
			'C' class factories .	4·10
			'D' class factories .	3·75
			The ceiling for 'D' class factories to be raised from 50 million matches to 75 million matches.	

The proposed effective rates of duty are based on the recommendation of the Tari Commission. In addition, with a view to conserve the softwood resources in the country, additional concessions, as below, have been provided for factories using cardboard boxes and/or bamboo splints, and/or bamboo veneers:

(i) 30 naye paise gross for cardboard boxes
(ii) 30 naye paise gross for bamboo splints
(iii) 20 naye paise gross for bamboo veneers } (C and D classes only)

In addition B, C and D class factories will be allowed to pay the preferential duties applicable to their class even if their production exceeds the ceiling of their class by 20 per cent., 25 per cent and 33⅓ per cent respectively.

III. CHANGES IN RATES OF SPECIAL EXCISE DUTY

Subject to the changes indicated below, it is proposed to continue as a revenue measure during 1964-65 special duties of excise, at the same rates which were levied by the Finance Act 1963:

(1) The following articles of common use are being exempted totally by notification from payment of the Special Excise Duty, viz.:

(i) printing and writing paper not exceeding 75 grammes per square metre;
(ii) chinaware and porcelainware;
(iii) electric bulbs up to 60 watts, except fluorescent tubes and miniature bulbs;
(iv) Cellophane;
(v) glassware, other than sheet glass and plate glass;
(vi) synthetic organic dyestuffs.

(2) In the case of cotton yarn, on which basic duties have been substantially increased, special duty will be charged on sized yarn: this change will be given effect to by notification.

(3) Partial exemption from payment of Special Excise Duty is propsed to be given by notification in the following cases:

(i) The Special Excise Duty on staple fibre of cellulosic origin is proposed to be reduced from 33⅓ per cent to 15 per cent to facilitate clearance of stocks that have accumulated in the factories;
(ii) Motor tyres and tubes are being exempted fully from Special Excise Duty on the first clearance of Rs. 50 lakhs and 50 per cent exemption on the next clearance of Rs. 50 lakhs for each factory producing such tyres in any financial year.

There have also been some changes in the taxation legislation. One of these is that the super profits tax is to be abolished and in its place there is to be a surtax of 40 per cent on profits in excess of a tenth of the base capital when the normal income tax and supertax has been deducted.

Any inquiries about the changes in customs duty should be addressed to Export Services Branch, Board of Trade, Room E54, Hillgate House, 35 Old Bailey, London E.C.4 (Tel. City 5757, Ext. 468). Inquiries about tax changes should be addressed to Commercial Relations and Exports Department, Board of Trade, Room 337, 1 Victoria Street, S.W.1, (Tel. Abbey 7877, Ext. 2277).

AUSTRALIA

Revision of Customs By-laws

THE AUSTRALIAN Department of Customs and Excise have announced changes in the By-laws shown below:

New and amended by-laws

The following goods will be admitted under the By-law Tariff until further notice:

Goods	Classification and Duty under the British Preferential Tariff	
	Tariff Item	Rate of Duty
MISCELLANEOUS MACHINES AND APPLIANCES, viz.:		
Machinery, equipment and materials imported for use in oil exploration and the development of oil fields to the stage at which, in the opinion of the Minister, commercial production is practicable, including replacement parts therefor and mechanical driving units and apparatus for transmitting power from the driving units to the driven units and, if imported at the time the major exploration unit is imported, ancillary equipment forming part of a complete exploration camp, but not including in any circumstances – earth moving equipment, vehicles of general purpose types, lubricants and fuels of all kinds, foodstuffs including beverages and tobacco or tobacco products	449 (A) (1)	Free
Optical mechanical instruments for the production of a stationary image of a moving mechanism, but not including stroboscopes working on the flashing light principle.		

Decisions on Tariff Classification

THE AUSTRALIAN Department of Customs and Excise have announced the following decisions on the application of the Australian Tariff:

Goods	Classification and Duty under the British Preferential Tariff	
	Tariff Item	Rate of Duty
DRUGS, CHEMICALS AND MEDICINES:		
Acids:		
Pyrogallic, pure, for photography . .	281 (L)	Free or 10% *ad val.*
GLUTEN, wheat	Unspecified*	—
PIPES AND TUBES, metal:		
Cast alloy steel tube fittings (photos to collectors)	150 (D)	15% *ad val.*
Joints, expansion, iron or steel, for pipes . .		
Joints, flexible, consisting of cast iron ring, packing and bolts, for joining socket and spigot pipes. The ring is placed on the spigot end of a pipe, then the packing and then the bolts hooked from the ring to the socket flange of the adjacent pipe. Tightening the bolt draws the two pipes together compressing the packing to form a seal	150	Various
SETS:		
Containing pillow cases with sheets or other goods – the components of such sets shall be classified under the items applicable to each component as if it had been imported separately. (Ministerial Direction under Prefatory Note (11)).**		

* **Explanatory Note re Term 'Unspecified'**

The term 'Unspecified' signifies that the goods so classified, when imported in bulk, are not included in any item in the Customs Tariff and are *free of duty* from all countries. Such goods, however, when put up for retail sale or household use, are classified under Tariff Item 79.

Under Item 79 the British Preferential Rate of Duty is 12½ per cent. *ad valorem* and normally Primage Duty 5 per cent. *ad valorem*.

** *Prefatory Note No.* 11. *Whenever goods are composed of two or more separate articles, even though such articles are specifically mentioned in the Tariff, the Minister may classify the goods under such item or items as he directs.*

Tariff Board inquiry

THE AUSTRALIAN Minister for Customs and Excise has referred to the Tariff Board for inquiry and report the question whether **phenol** classifiable under Tariff Item 281 (X) should be gazetted under Section 7 of the Customs Tariff (Dumping and Subsidies) Act, 1961. Details of the provisions of Section 7 of the abovementioned Act were published in the *Board of Trade Journal* on November 30, 1962 (pages 1132/1133).

This matter has been reported by telegraph by the British Senior

(Continued on next page)

AUSTRALIA, continued

Trade Commissioner at Canberra, who has been asked by the Australian authorities to notify them at the earliest possible date if any United Kingdom interests propose to tender evidence. In accordance with normal procedure, notification in this instance should be given to the Australian authorities not later than **April 6.** Before this date, therefore, United Kingdom Trade Associations or firms intending to submit evidence to the Tariff Board should so advise the Commercial Relations and Exports Department, Board of Trade, 1 Victoria Street, London, S.W.1, quoting reference No. CRE 3255/64.

References to the Tariff Advisory Committee

THE AUSTRALIAN Minister for Customs and Excise has referred to the Tariff Advisory Committee the following matters:

(1) The rates of duty now applicable under:
- (a) Tariff Item 369 (C) (2) (b) to melamine formaldehyde synthetic resin moulding compounds and melamine formaldehyde synthetic resins;
- (b) Tariff Item 243 (A) to glass tubing, not further manufactured than formation into straight tubes.
- (c) Tariff Items 255 (B) (1) or 340 (C) to weftless, self-adhesive tapes, in widths not exceeding 2 inches, consisting merely of warp threads bonded to each other and coated on one side with the pressure sensitive adhesive;
- (d) Various Tariff Items to tapes of narrow woven fabrics, including weftless, stay or frenching, not adhesive, for use other than as bindings in the manufacture of boots, shoes or slippers;
- (e) Tariff Items 384 (A) (1) and 384 (A) (2) to sensitized films coated on both sides with an emulsion for offset printing;
- (f) Tariff Items 384 (A) (1) and 384 (A) (2) to safety base, non-inflammable sensitized film of the type used in connection with photolithographic printing and silk screen printing;
- (g) Tariff Items 359 (D) (4) and 359 (F) (2) to brake boosters;
- (h) Tariff Item 310 (B) to base cards (or sheets) and coloured plastic shapes (including letters and figures) in outfits, the surfaces of the bases and plastic shapes having a mutual attraction whereby the shapes adhere to the bases but may subsequently be easily removed and re-used;
- (i) Tariff Item 176 (F) (1) to magnets for electro-lifting machines;
- (j) Tariff Item 176 (F) (1) to doctor blades made from stainless steel or bronze, not less than 96 inches in length, for attachment to paper-making machines;
- (k) Various Tariff Items to motors, alternating current, squirrel cage, induction type, submersible, of the type which functions only when the rotor is immersed in water, for coupling to submersible pumps;
- (l) Tariff Item 284 (B) to the following sera and vaccines:
  - (i) SERA:
    - Pulpy kidney antiserum.
  - (ii) VACCINES:
    - Diphtheria – tetanus mixed vaccine.
    - Influenza – virus vaccine (polyvalent).
    - Tetanus – toxoid (purified).
    - Tetanus – toxoid (purified, aluminium phosphate absorbed).
    - Vaccines, oral, for the prevention and treatment of respiratory, allergic or rheumatic disorders.
  - (iii) VETERINARY VACCINES:
    - Botulinum vaccine.
    - Brucella abortus strain 19 vaccine (living).
    - Contagious pustular dermatitis vaccine (living).
    - Fowl pox vaccine (living).
    - Infectious laryngotracheitis vaccine (living).
    - Leptospira vaccine (bivalent).
    - Pigeon pox vaccine (living).
    - Pulpy kidney vaccine.
    - Pulpy kidney – tetanus mixed vaccine.
    - Tetanus – toxoid (alum precipitated).
- (m) Tariff Item 219 (B) to the following hand tools:
  - Hawks, plasterers'.
  - Moulding tools, plasterers'.
  - Trowels:
    - Bricklayers', the blade length of which is 9 inches or less.
    - Gauging, plasterers'.
    - Laying, plasterers'.
    - Moulders.
    - Window, plasterers', also known as mastic trowels;
- (n) Tariff Item 208 (A) (2) to bricklayers' or masons' line pins;
- (o) Tariff Item 179 (B) (7) to trigger switches and parts therefor, for portable hand tools;
- (p) Tariff Item 208 (A) (2) to testers for ascertaining the tearing strength of paper;
- (q) Tariff Item 359 (D) (4) to motors, electric, gear ratio change, for driving axle assemblies;
- (r) Tariff Item 173 (C) to drill jigs;
- (s) Tariff Item 482 (B) (6) to elastic narrow woven fabrics exceeding six inches in width, the elastic effect being produced by polyurethane yarns;
- (t) Various Tariff Items to elastic piece-goods exceeding six inches in width, the elastic effect being produced by polyurethane yarns;
- (u) Tariff Item 194 (A) (2) (a) to timing chain, roller, ·375 inch pitch;
- (v) Tariff Item 340 (C) to fittings, metal, consisting of two hinged arms having curved fingers thereon at regularly spaced intervals which, when the fitting is closed, form a series of rings along the length of the fitting, for loose leaf books;
- (w) Tariff Item 340 (C) to rings, hinged, for loose leaf books;
- (x) Tariff Item 249 (B) to ceramic pipes and tubes for electrical insulating purposes;
- (y) Tariff Item 245 (B) (2) to fibreglass pipes and tubes for electrical insulating purposes;
- (z) Tariff Item 484 (D) to pipes and tubes of textile materials except goods of cotton or chiefly by weight of cotton, but not excepting goods of varnished cotton, for use for electrical insulating purposes;
- (aa) Tariff Item 180 (B) (1) (b) to indexes for gas meters of the consumers' type;
- (bb) Tariff Item 181 (M) (2) to ammeters, general purpose clip on tong type, operated inductively by the electrical phenomenon under observation;
- (cc) Tariff Items 144 (D) (1) and 144 (D) (2) (b) to tungsten or tungsten alloy discs other than radiused discs;
- (dd) Various Tariff Items to hooks, metal, on metal fixtures for key wallets but excluding hooks, metal of the fall swivel type;
- (ee) Tariff Items 335 (A) (3) and 335 (E) (4) to certain paper for use in the manufacture of facial tissue; paper serviettes, towelling and hairdressers' rolls;
- (ff) Tariff Item 335 (A) (5) to [illegible] calendered printing paper having a substance not exceeding 205 grammes per square metre;
- (gg) Tariff Items 335 (E) (5) (a) and 335 (E) (5) (b) to embossed offset printing paper and to embossed papers having [illegible] finish, linen finish, crash finish and the like;
- (hh) Various Tariff Items to greaseproof paper, the bursting strength of which when ascertained by means of paper testing apparatus, indicates a strength ratio of the dry, as compared with the wet, of not more than 10 : 1;
- (ii) Tariff Item 280 (J) (2) (c) to phosphate preparations being proprietary preparations specially formulated for use in meat preserving or processing and based on tetra sodium pyrophosphate or sodium tripolyphosphate or both;
- (jj) Tariff Item 176 (G) (3) (a (1) to compressors, air, portable, of rated capacities of between 300 and 400 cubic feet of free air delivered per minute at a minimum pressure of 100 lbs. per square inch;
- (kk) Tariff Item 280 (D) (2) to sodium cyclohexylsulphamate, for use in the manufacture of medicinal preparations;
- (ll) Tariff Item 359 (D) (4) to oil filters and fuel filters with or without elements, not fitted to any other component and to oil or fuel filter elements;
- (mm) Tariff Item 384 (A) (2) to unexposed sensitized films of the type used in the production of films in the complements of natural colours;
- (nn) Tariff Item 285 (A) (2) to probenecid;
- (oo) Tariff Item 482 (B) (6) to narrow fabrics, including weftless, uninked, woven in widths not exceeding 12 inches, for use in the manufacture of ribbons used in typewriters or other machines or instruments for the reproduction of letters, figures or characters;
- (pp) Tariff Item 464 (C) to certain cotton textile fabrics, uninked, in widths exceeding 12 inches, for use in the manufacture of inked ribbons of the type used in typewriters or other machines or instruments for the reproduction of letters, figures or characters;
- (qq) Tariff Items 136 (E) (1) and 126 (E) (2) to steel wire, hardened and tempered, for use as bristles in the manufacture of side brooms for power sweepers;
- (rr) Tariff Item 208 (A) (2) to bonded metal of steel and leaded copper or of steel and leaded tin bronze in the form of plates or sheets, not further manufactured than plain, polished, plated or surface indented.

(2) Matters deferred from previous meeting:
- (a) Tariff Item 180 (A) (2) to automatic telephone switchboards;
- (b) Tariff Item 318 (D) (3) (b) to recorders, other than electro-encephalographs, operated by clockwork mechanisms or synchronous motors which record variations in magnitudes of electrical or non-electrical phenomena against the passage of time on a continuously moving chart by means of styli or other similar device the movement of which are a function of voltage or current derived from such variations in magnitudes.

The Tariff Advisory Committee will meet to consider the above-mentioned matters in Canberra on a date to be announced later.

The Tariff Advisory Committee (which should not be confused with the Tariff Board) is a small committee constituted as follows: Chairman, a nominee of the Department of Customs and Excise; members, one nominee of importing interests (the Director of the Australian British Trade Association), one nominee of the Associated Chambers of Manufacturers of Australia. The Committee meets occasionally to consider certain tariff questions referred to it by the Minister and to make recommendations.

Any United Kingdom firm or trade association who consider that their interests are involved and who wish to make their views known to the Committee, should communicate either with the Commercial Relations and Exports Department, Board of Trade, 1 Victoria Street, London, S.W.1 (reference CRE 417/G), or with the Secretary of the London office of the Australian British Trade Association, 42 Leicester Square, London, W.C.2.

NEW ZEALAND

Customs tariff review on some machinery

THE NEW ZEALAND Ministry of Customs has announced that it intends to review the decisions of the Minister approving the admission of certain machinery under Item 352 of the former Tariff (although the new Tariff came into force on July 1, 1962, provision was made for the continuation of these concessions until June 30, 1964).

The Minister has now decided that machinery approved under Item 352 which is subject to the same or lower rates of duty in the present Tariff will revert to the substantive items from April 2, 1964.

Anyone wishing to make representations for or against any of the remaining machinery being approved for further concessionary entry under the present Tariff (Part II, Items 10.1 and 10.2) should do so in writing to the Comptroller of Customs, Wellington, on or before April 2, 1964, clearly marking submissions '352 review' and quoting the relevant decision in full. Separate submissions should be made under each decision reference.

Items from the following classes of goods are covered by this review

Vulcanizing and Rubber making machinery items –
- Air bags of fabric and/or rubber used in repairing tyres
- Boilers forming integral parts of vulcanizing moulds
- Extruders for making rubber tubes, cord or wire covering
- Moulds
- Plates, tube, heated electrically or otherwise
- Presses, hydraulic
- Presses, vulcanizing
- Retreading machines for rubber tyres
- Rubber mixing or warming up mills
- Tread rollers
- Rubber curing tubes

(*Continued on page* 646)

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NEW ZEALAND, *continued*

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Wrapping machines for wrapping inner tubes
Car washers, the Future form Bean high pressure
Filter pump washers
Separator disc washing machines
Water purifying apparatus –
Ammoniators, manually controlled, direct feed
Chlorinating apparatus
Rotary strainers
Water de-mineralizers or de-ioners
Well points for use in extracting underground water before the excavation of foundations
Wigmaking equipment—
Hackles for sorting hair combings
Twisting machines
Weaving sets and screws therefor
Wire drawers for use in sorting hair combings
Wood blocks, head shaped

Further details of the items concerned and details of the substantive tariff rates can be seen at Room E54, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757. Ext. 468). Trade Associations thought to be interested have been informed and it is suggested that any British firm wishing to make representations might get in touch with its trade body.

Firms proposing to submit independent representations and requiring further information should approach the Commercial Relations and Exports Department, Board of Trade, 1 Victoria Street, London, S.W.1 (Tel. Abbey 7877, Ext. 2320), quoting reference CRE 8080/G.

Any British firm or Trade Association intending to make representations is asked to advise the Commercial Relations and Exports Department, Board of Trade, 1 Victoria Street, London, S.W.1.

Import licensing schedule 1963/64

A SUMMARY of the 1963/64 New Zealand Import Licensing Schedule was given in the *Board of Trade Journal*, April 5, 1963 (page 803). The New Zealand Customs Department have now announced further amendments to this Schedule. These amendments, together with the original Schedule, are now available for inspection at the Board of Trade, Room E.54, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 469).

The main changes are as follows:

(1) Union cloths (rtm Viyella, rtm Clydella types) weighing not more than 6 ozs. per square yard and printed woollens not exceeding 6 ozs. per square yard – Item Code 65.16.

Transfers may be made from Item Code 65.18 – allocation 100 per cent 1962/3 licences (textile fabrics, woven, containing in any proportion man-made discontinuous fibres, etc., and weighing not less than 6 ozs. per square yard etc,) to Item Code 65.16 – allocation 100 per cent 1962/3 licences to permit the importation of union cloths (rtm Viyella, rtm Clydella types) weighing not more than 6 ozs. per square yard and printed woollens weighing not more than 6 ozs. per square yard.

(2) Union cloths (rtm Viyella, rtm Clydella types) and lightweight printed woollens weighing not more than 6 ozs. per square yard – Item Code 65.16.

Licences issued under Item Code 65.14 – textile fabrics woven of cotton, etc. (allocation A allows issue of additional licences against actual need as demonstrated by sales or usage in manufacture) are available for the importation of union cloths (rtm Viyella, rtm Clydella types) and lightweight printed woollen fabrics not exceeding 6 ozs. per square yard – Item Code 65.16 (allocation 100 per cent 1962/3 licences).

(3) Foam plastic-backed cotton fabrics – Item Code 65.17.

Foam plastic-backed cotton fabrics, Item Code 67.17 (allocation 100 per cent 1962/3 licences) will be admitted under licences held for Item Code 65.14 – textile fabrics woven of cotton, etc. (allocation A allows issue of additional licences against actual need as demonstrated by sales or usage in manufacture).

JAMAICA

Import licensing arrangements

THE LIST of exceptions to the Jamaica Open General Licence (see *Board of Trade Journal* of April 28, 1961, page 1044) is further amended by:

(a) the *deletion* of Item 17a and the *substitution* therefor of the Item 17a. Electric lighting sets (Christmas tree) and components thereof (other than electric bulbs). manufactured in Japan;
(b) the *addition* of the following new item:
89. Wooden kitchen cabinets.

Inquiries about the above notice should be addressed to the Tariff Section, Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 471).

FRANCE

Global quota for round grain rice

THE FRENCH *Journal Officiel* of March 7, announced the opening of a quota for the import of round grain cargo rice (Tariff No. ex 10.06), originating in and imported from countries of the convertible franc zone (which includes Britain).

Applications for import licences, on form AC, may be submitted to the Service des Autorisations Commerciales (Importations), 8 rue de la Tour-des-Dames, Paris, 9e, from March 13 onwards.

The full French text of this notice may be seen at the Export Services Branch, Board of Trade, Room E13, Hillgate House, 35 Old Bailey, London, E.C.4.

THE NETHERLANDS

Import duty tariff quotas

A NETHERLANDS Ministerial Order No. D4/1335 of February 28, 1964, (*Nederlandse Staatscourant* No. 42 of February 28), contains an addition and an amendment (reproduced below) to the list of goods to be admitted free or at a reduced rate of import duty up to an annual quota specified against each item when imported from *non-EEC* countries. Goods imported under the terms of this Order may *NOT* be re-exported from The Netherlands before they have undergone some form of further manufacture or treatment. (Cleaning, sifting, washing, dyeing, bottling, packing in bags, affixing labels,

(*Continued on next page*)

New trade marks legislation in Irish Republic

UNDER the provisions of an Order made on February 25, 1964, the Irish Trade Marks Act, 1963, will come into operation on April 1, 1964. The Trade Marks Rules, 1963 and the Register of Trade Mark Agents Rules, 1964 will come into operation on the same date as the Act.

Copies of the Order and the other legislation referred to above may be inspected in the Patent Office Library Annexe, Chancery House, Southampton Buildings, Chancery Lane, London, W.C.2.

OPPORTUNITIES FOR EXPORTERS

Details of inquiries for United Kingdom products by overseas buyers, contracts open for tender, and agents wishing to represent United Kingdom firms, are published each week in the* Board of Trade Journal *under the heading 'Information for United Kingdom Exporters'. Fuller information is also provided in the* Export Service Bulletin, *which is published by the Export Services Branch of the Board of Trade.

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etc., will not be regarded as having been further manufactured or treated). The order came into force on **March 1.**

AMENDMENT

Tariff No.	Description of Goods	Annual Quota (Quantity: Metric tons)		Duty-free or Reduced Duty (Per cent)	
		OLD (Prior to January 1, 1964)	NEW (From January 1, 1964)	OLD (Prior to January 1, 1964)	NEW (From January 1, 1964)
77.01 A	Unwrought magnesium . .	160	140	Free	Free

ADDITION

Tariff No.	Description of Goods	Annual Quota (Quantity: Metric Tons)		Duty-free or Reduced Duty (Per cent)
		OLD (From January 1, 1964)	AMENDED (From January 1, 1964)	AMENDED (From January 1, 1964)
08.04 B I	Grapes, dried, in packages of a net weight of not more than 15 kg.	1*	1,000*	6

* Quota for the first half of 1964.

A previous notice on The Netherlands Import Duty Tariff Quotas was published in the *Board of Trade Journal* of January 17, 1964, page 122.

EUROPEAN ECONOMIC COMMUNITY

Tariffs in the EEC

THE *Journal Officiel des Communautés Européennes* dated February 29, contains the text of a Decision taken by the Council of the European Economic Community to suspend temporarily the Common Tariff for the following item:

Tariff Heading	Description of Goods	Common Tariff
17.C1	Beet and cane sugar, solid	Total suspension until July 31, 1964

Translations of EEC regulations

THE FOLLOWING further translations of EEC Regulations are now available from H.M. Stationery Office, Kingsway, London, W.C.2, and branches. To obtain copies of these Regulations by post, orders and remittances, including postage, should be addressed to H.M. Stationery Office, P.O. Box 569, Cornwall House, London, S.W.1.

Regulation No. 87/63 Fixing the amount of the intra-Community levies on products other than whole slaughtered pigs dealt with in Article 1(1)(b) of the Council's Regulation No. 20. Price 1s. 3d.

Regulation No. 89/63 Fixing the amount of the intra-Community levies on pigmeat preparations and preserves listed in Article 1(1)(c) of the Council's regulation No. 20. Price 1s. 0d.

Regulation No. 91/63 To amend the Council's Regulation No. 89/63 of July 18, 1963, as regards the amount of the intra-Community levies chargeable on pigmeat preparations and preserves in trade between Belgium, Luxembourg and the Netherlands Price 8d.

Regulation No. 99/63 Regarding the hearings provided for in Article 19(1) and (2) of the Council's Regulation No. 17. Price 8d.

Regulation No. 102/63 Fixing the amount of the levies in relation to third countries on pigs and pigmeat products for imports effected between October 1 and December 31, 1963. Price 1s. 0d.

Regulation No. 113/63 On procedures for consideration and verification of requests for assistance from the European Social Fund. Price 8d.

Regulation No. 119/63 To amend and supplement the Council's Regulation No. 54 on the criteria for fixing the scale of premiums and the advance fixing of the levy on cereals imported from third countries. Price 5d.

Regulation No. 123/63 To abolish the supplementary amount of the levy on dried poultry egg yolks. Price 5d.

Regulation No. 121/63 To amend the Council's Regulation No. 37 concerning the criteria for fixing the threshold prices for certain categories of flour, groats and meal. Price 5d.

Regulation No. 122/63 To extend the term of validity of the Council's Regulations Nos. 156 and 10/63. Price 5d.

Regulation No. 123/63 To reduce the levies in relation to third countries on pigs and certain cuts of pigmeat for imports during December 1963. Price 5d.

SAUDI ARABIA

Change to metric system

NOTICES were published in the *Board of Trade Journal* on May 10, 1963, and November 29, 1963, concerning the adoption of the metric system in Saudi Arabia. The British Embassy in Jedda have reported that the regulations which were due to come into operation on May 12, 1964, have now been superseded by a further decree which does not come into effect until May 1, 1965.

The new regulations will permit the entry into Saudi Arabia of goods marked under the measurement system in use in the country of origin, provided that they are sold locally on the basis of the metric system. Such marking may be on the article itself or its container, and should be clearly visible. Articles which are not manufactured on the basis of length, weight, volume or area will not have to be marked.

Further information will be published when the rules for the implementation of this decree are issued.

All inquiries about this notice should be addressed to Commercial Relations and Exports Department, Board of Trade, 1 Victoria Street, London, S.W.1. (Tel. Abbey 7877, Ext. 2221).

IRAQ

Preparation of certificates of origin

A NOTICE was published in the *Board of Trade Journal* on February 14 giving information about Iraq Customs Instructions No. 2 of 1963.

The Iraq Customs authorities have stated that they require only the original copy of the original invoice to be endorsed by a Chamber of Commerce and the Iraqi Embassy, and it has been confirmed that no separate certificate of origin is required.

All inquiries about this notice should be addressed to the Commercial Relations and Exports Department, Board of Trade, 1 Victoria Street, London, S.W.1. (Tel. Abbey 7877, Ext. 2357).

(Continued on next page)

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IRAQ *continued*

Customs tariff changes

CERTAIN CHANGES have been made to the Iraq Customs Tariff and the duty on the items affected is now as follows:

Item No.		Unit	Rate of Duty I.D. Fils
01.01	Live horses, asses, mules and hinnies:		
	(a) Horses for selective breeding*	—	Free
	(b) Other	Value	10%
01.02	Live animals of the bovine species:		
	(b) Other	Value	10%
01.03	Live swine	Value	30%
01.05	Live poultry, i.e. fowls, ducks, geese, turkeys and guinea fowls:		
	(a) For selective breeding*	—	Free
	(b) Other	Value	10%
01.06	Other live animals:		
	(a) Camels:		
	(1) Weanlings	—	Free
	(2) Other	—	Free
	(b) Other	—	Free
07.01/07.02	Vegetables, fresh, chilled or preserved by freezing:		
	(b) Tomatoes	—	Free
	(c) Onions, shallots and garlic:		
	(2) Other	—	Free
	(d) Potatoes:		
	(2) Other	—	Free
	(e) Cucumbers	—	Free
	(f) Other	—	Free
07.05	Dried leguminous vegetables, shelled, whether or not skinned or split:		
	(a) Haricot beans (fasuliya) and horse beans	—	Free
	(b) Peas (including 'Hummas') and lentils	—	Free
	(c) Other	—	Free
10.01/10.07	Cereals	—	Free
22.03	Beer made from malt	Litre	0·350
22.04/22.06	Wine of fresh grapes; grape must, in fermentation, or with fermentation arrested by the addition of alcohol or otherwise:		
	(a) Sparkling wine	Litre	2·000
22.07	Other fermented beverages (for example, cider, perry and mead)	Litre	1·000
22.08	Ethyl alcohol or neutral spirits (including the same denatured):		
	(a) Undenatured	Litre of London Proof Strength	2·750
22.09	Spirits of all kinds (potable); liqueurs and other spirituous beverages; compound alcoholic preparations known as 'concentrated extracts' for the manufacture of beverages:		
	(a) Spirits of all kinds (potable)	Litre of L.P.S.	4·000
	(b) Liqueurs and other sweetened spirituous beverages	Litre of L.P.S.	3·200
	(c) Other	Litre of L.P.S.	3·000
3.06	Perfumery, cosmetics and toilet preparations:		
	(c) Other products	Value	100%
8.11	Disinfectants, insecticides, fungicides, weed-killers anti-sprouting products, rat poisons and similar products, put up in forms or packings for sale by retail or as preparations or as articles (for example, sulphur-treated bands, wicks and candles, fly-papers):		
	(a) Containing alcohol or mineral oil:		
	(1) When imported by the Ministry of Agriculture	—	Free
	(2) Other	Value	10%
	(b) Other:		
	(1) Put up in forms or packings for sale by retail or as articles:		
	(a) When imported by the Ministry of Agriculture	—	Free
	(b) Other	Value	10%
	(2) Other	—	Free
50.09/50.10	Woven fabrics of silk or of noil or other waste silk:		
	(a) Tussore, habutai, fuji and similar fabrics:		
	(1) Unbleached, bleached or dyed in one colour, weighing per square metre:		
	(a) Less than 90 grammes	K.N.	3·120
	(b) 90 grammes and more	K.N.	2·800
	(2) Other, including ornamented or figured, weighing per square metre:		
	(a) Less than 90 grammes	K.N.	4·370
	(b) 90 grammes and more	K.N.	3·500
	(b) Other, weighing per square metre:		
	(1) Less than 50 grammes	K.N.	6·250
	(2) 50 grammes and more but less than 90 grammes	K.N.	4·370
	(3) 90 grammes and more	K.N.	3·120
58.60 & 61 (except 58.06)	The following goods if made of silk or of waste silk: Carpets, rugs, tapestries, woven pile and chenille fabrics, narrow woven fabrics, chenille or gimped yarns, braids and ornamental trimmings, knitted and crocheted goods, other articles of apparel and clothing accessories	Value	100%
62.01	Rugs (including travelling rugs) and blankets:		
	(a) of silk or of waste silk	Value	100%
	(b) of man-made fibres	Value	60%
	(c) of wool or of fine animal hair:		
	(1) Pure or mixed with other textile materials in a proportion not exceeding 10% by weight	K.N.	0·400
	(d) of cotton	K.N.	0·120
	(e) of other textile materials	Value	30%
62.02	Bed linen, table linen, toilet linen and kitchen linen; curtains and other furnishing articles:		
	(a) of silk or of waste silk	Value	100%
62.05	Other made-up textile articles (including dress patterns):		
	(a) of silk or of waste silk	Value	100%
65.03/65.06	Sidaras, hats, helmets, caps, berets, fezzes and other headgear:		
	(a) of silk	Value	100%
69.13	Statuettes and other ornaments, and articles of personal adornment; articles of furniture	Value	100%
73.38	Articles of a kind commonly used for domestic purposes, builders' sanitaryware for indoor use, and parts of such articles and ware, of iron or steel:		
	(a) Silvered, gilded or platinum-plated	Value	100%
73.40	Other articles of iron or steel:		
	(a) Articles of personal use of the kind normally carried in the pocket, in the handbag or on the person (cigarette cases, powder boxes, spectacles, etc.):		
	(1) Silvered, gilded or platinum-plated	Value	100%
74.18	Other articles of a kind commonly used for domestic purposes, builders' sanitaryware for indoor use, and parts of such articles and ware, of copper:		
	(a) Silvered, gilded or platinum-plated	Value	100%
74.19	Other articles of copper:		
	(a) Articles of personal use of the kind normally carried in the pocket, in the handbag or on the person (cigarette cases, powder boxes, etc.):		
	(1) Silvered, gilded or platinum-plated	Value	100%
75.06	Other articles of nickel:		
	(a) Silvered, gilded or platinum-plated	Value	100%
82.09/82.14	Knives with cutting blades, serrated or not (including pruning knives), other than knives falling within heading No. 82.06; spoons, forks, fisheaters, butter-knives, ladles, and similar kitchen or tableware:		
	(a) Silvered, gilded, platinum-plated, with fittings of precious metals or with handles of ivory, mother-of-pearl or tortoise-shell	Value	100%
83.06	Statuettes and other ornaments of a kind used indoors, of base metal:		
	(a) Silvered, gilded or platinum-plated	Value	100%
83.12	Photograph, picture and similar frames, of base metal; mirrors of base metal:		
	(a) Silvered, gilded or platinum-plated	Value	100%
84.12	Air conditioning machines, self-contained, comprising a motor-driven fan and elements for changing the temperature and humidity of air:		
	(a) Air conditioners	Value	60%
	(b) Other	Value	35%
84.15	Refrigerators and refrigerating equipment (electrical and other):		
	(b) Other:		
	(1) Refrigerators	Value	40%
84.40	(a) Domestic and laundry type washing-machines, wringers and mangles	Value	40%
85.06	Electro-mechanical domestic appliances, with self-contained electric motor:		
	(b) Vacuum cleaners	Value	70%
	(c) Other	Value	70%
85.07	Shavers and hair clippers, with self-contained electric motor:		
	(b) Other	Value	50%
85.12	Electric instantaneous or storage water heaters and immersion heaters; electric soil heating apparatus and electric space heating apparatus; electric hair-dressing appliances (for example, hair dryers, hair curlers, curling tong heaters) and electric smoothing irons; electrothermic domestic appliances, electric heating resistors, other than those of carbon:		
	(c) Other	Value	50%
85.15	Radiotelegraphic and radiotelephonic transmission and reception apparatus; radio-broadcasting and television transmission and reception apparatus including those incorporating gramophones) and television cameras; radio navigational aid apparatus, radar apparatus and and radio remote control apparatus:		
	(a) Television reception apparatus even when incorporating a gramophone, radio or sound recorder, complete or incomplete:		
	(1) Incorporating a gramophone, radio or sound recorder	Value	80%
	(2) Other	Value	35%
	(b) Radio reception apparatus even when incorporating a gramophone or sound recorder, complete or incomplete:		
	(1) Incorporating a gramophone or sound recorder	Value	80%
	(d) Parts not elsewhere specified or included:		
	(1) Cases and cabinets for radio or television reception apparatus	Value	100%
87.02	Motor vehicles for the transport of persons, goods or materials (including sports, motor vehicles, other than those of heading No. 87.09):		
	(a) For the transport of personnel:		
	(1) Designed for transporting ten passengers or less weighing 1,750 kilos or more	Value	85%
	(2) Designed for transporting 10 passengers or less weighing less than 1,750 kilos:		
	(b) Other	Value	75%
90.03	Frames and mountings, and parts thereof, for spectacles, pince-nez, lorgnettes, goggles and the like:		
	(a) Wholly or partly of precious metal or silvered, gilded or platinum-plated	Value	100%
90.04	Spectacles, pince-nez, lorgnettes, goggles and the like, corrective, protective or other:		
	(a) With parts of precious metal or silvered, gilded or platinum-plated	Value	100%

* When so certified by the Ministry of Agriculture.

Item No.		Unit	Rate of Duty I.D. Fils
91.01	Pocket-watches, wrist-watches and other watches, including stop-watches:		
	(a) With case or wrist-strap of precious metal	Value	100%
91.02	Clocks with watch movements (excluding clocks of heading No. 91.05):		
	(a) With case of precious metal	Value	100%
91.04	Other clocks:		
	(a) With case of precious metal	Value	100%
91.09/91.10	Watch cases and parts of watch cases, including blanks thereof; clock cases and cases of a similar type for other goods of this Chapter, and parts thereof:		
	(a) of precious metal	Value	100%
93.05	Arms of other descriptions, including air, spring and similar pistols, rifles and guns	Value	100%
94.04	Mattress supports; articles of bedding or similar furnishing fitted with springs or stuffed with any material, or of foam rubber, whether or not covered (for example, mattresses, quilts, eiderdowns, cushions, pouffes and pillows):		
	(b) Other:		
	(1) Covered with silk or waste silk	Value	100%
95.03/95.07	Articles of ivory, bone, horn, coral and other animal carving material, of vegetable carving material (e.g. corozo) of jet, amber and meerschaum	Value	100%
96.02	Other brooms and brushes (including brushes of a kind used as parts of machines); paint rollers; squeegees (other than roller squeegees) and mops:		
	(c) Other:		
	(2) Mounted in tortoise-shell, ivory, mother-of-pearl, or silvered, gilded or platinum-plated	Value	100%
96.05	Powder-puffs and pads for applying cosmetics or toilet preparations, of any material	Value	100%
98.01	Buttons and button moulds, studs, cuff-links, and press-fasteners, including snap-fasteners and press-studs; blanks and parts of such articles:		
	(a) of coral, tortoise-shell, ivory, amber, ambroid, jet, mother-of-pearl, or silvered, gilded, or platinum-plated	Value	100%
98.10	Mechanical lighters and similar lighters, including chemical and electrical lighters, and parts thereof, excluding flints and wicks:		
	(a) Lighters:		
	(1) Wholly or partly of precious metal	Each 2·000	But not less than 100% *ad val.*
	(2) Silvered, gilded or platinum-plated	Each 0·600	
	(3) Other	Each 0·070	
98.14	Scent and similar sprays of a kind used for toilet purposes, and mounts and heads therefor:		
	(a) Wholly or partly of precious metal or silvered, gilded or platinum-plated	Value	100%
	(b) Other	Value	100%

All inquiries about this notice should be addressed to Export Services Branch (Tariff Section), Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 460).

IRAQ

Information for visitors to Iraq

THE Iraqi Ministry of Foreign Affairs has issued the following instructions affecting visitors to Iraq:

A foreigner whose stay does not exceed three days does not require an exit visa. If the stay is for longer than three days but not more than 15 days a foreigner must register at the Directorate of Residence in Baghdad or at Residence Bureaux in the Liwas within three days of his arrival. If the stay is longer than 15 days then a foreigner must both register and obtain an exit visa. However, a foreigner who has his passport endorsed with a visa marked 'Tourism' or 'Visit' and whose stay does not exceed 30 days need neither register nor obtain an exit visa.

All inquiries about this notice should be addressed to the Commercial Relations and Exports Department, Board of Trade, 1 Victoria Street, London, S.W.1. (Tel. Abbey 7877, Ext. 2357).

LEBANON

Licensing regulations

THE LEBANESE authorities have authorized the export of 1,000 tons of olive oil during 1964.

Powdered milk intended for the manufacture of chocolates has been excluded from the import licensing system, but importation is conditional on the prior importation of an equal quantity of cocoa butter.

Powdered milk for the manufacture of biscuits has also been removed from the import licensing system but importation is conditional on the endorsement of the Customs Declaration by the Department of Industry to the effect that the amount being imported does not exceed 7 per cent of the total production of the factory during the preceding year.

It has also been decreed that certain items of equipment for recognized hotels should be exempted from Customs Duties.

All inquiries concerning this notice should be addressed to the Export Services Branch (Tariff Section), Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 460).

Customs tariff amendments

AMENDMENTS have been made to the Lebanese Customs Tariff. The items changed are as follows:

Heading No.	Description of Goods	Basis for Collection	Normal Tariff
07.03	Vegetables provisionally preserved in brine, in sulphur water or in other preservative solutions, but not specially prepared for immediate consumption:		
	(a) Olives	K.G. half gross	35P
	The duty to be not less than *ad val.*		50%
	(b) (Unchanged).		
20.02	Vegetables prepared or preserved otherwise than by vinegar or acetic acid:		
	(a) (Unchanged).		
	(b) Olives	K.G. half gross	35P
	The duty not to be less than *ad val.*		50%
	(c) Other	K.G. half gross	35P
	The duty not to be less than *ad val.*		40%
48.15 (h)	Paper in rolls of a width between 81 and 84 millimetres and a thickness of 0·16 and 0·18 millimetres, intended for the manufacture of labels for mechanographic machines *ad val.* (*New sub-item*).		11%

All inquiries about this notice should be addressed to Export Services Branch (Tariff Section), Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 460).

TURKEY

Global import quotas and liberalization lists

FURTHER to the notices published in the *Board of Trade Journal* on January 24, 1964 (pages 173-179); January 31, 1964 (pages 230-234); and February 7, 1964 (pages 311-313) the Turkish authorities have now published the following amendments:

Global import quotas

Page No.	Quota Serial No.	Tariff Stat. No.	
175	102	48.01.20	*Add* the following note: (At the order of the Ministry of Industry.)
176	152	73.01.11 } 73.01.15 }	*Replace* the quota for $250,000 by $500,000.
176	153	73.03	*Replace* the quota for $1,000,000 by $750,000.
177	229	84.61	*Delete* the word 'large' in ninth line of description.

Liberalization List

LIST I

Page No.	Tariff No.	
230	31.02 03 04 }	*Replace* the text by:
	31.02	Mineral or chemical fertilizers, nitrogenous. (With the permission of the Ministry of Agriculture.)
	31.03 04 }	Miscellaneous chemical fertilizers. (With the permission of the Ministry of Agriculture.) AID

LIST II

232	29.35	*Add* the words 'and chlorobenzodiazepine' after the word 'butozolidine'.
232	29.39	*Delete* AID
232	32.04.10	*Delete* AID
232	40.01.20	*Replace* text by: 'Only raw natural rubber quality RSS 4 (for the needs of tyre factories and repair plants) and latex and raw rubber quality 1.X.'
232	40.02.20	*Replace* Tariff N . and text by:
232	40.01.20	Only raw rubber quality RSS 1, 2, 3. AID
232	68.14.90	*Add* AID

(*Continued on next page*)

TURKEY continued

AID allocations

GLOBAL IMPORT QUOTAS

Page No.	Quota Serial No.	Tariff Stat. No.	
311	12	15.03.10.20 15.07.26	*Replace* (1) by (2).

LIBERALIZATION LIST

Page No.	Tariff Stat. No.	
311	29.39	*Delete* this item.
311	31.02 31.03 31.04	*Delete* 31.02.
312	37.01.10 37.02.10	*Replace* (1) by (2).
312	40.02.20 40.01.20	*Replace* Tariff No. and text by: Only raw rubber quality RSS 1, 2, 3.

Inquiries about this notice should be addressed to Export Services Branch, Board of Trade, Room E53, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 460).

GHANA

Air shipments

NOTICE to Importers No. 246 published in the Ghana *Commercial and Industrial Bulletin* of March 5, 1964, advises importers not to arrange to ship goods by air except with the prior approval of the Controller of Imports and Exports. Similarly, requests for transfers to Accra Airport from licences issued on Sea Ports should be directed in the first instance to the Controller of Imports and Exports, Ministry of Trade, P.O. Box M.47, Accra.

Importers are also advised to quote their Registration Numbers as well as Import Licence Numbers on Customs Entries and on Invoices, for the purpose of passing entries.

Import licensing - Exchange Control

THE BRITISH Trade Commissioner in Accra understands that there is a probability that all shipments of goods to Ghana after March 31, covered by import licences issued in 1964, will be required to be financed on the basis of sight or acceptance documentary credits.

A further notice will be published in the *Board of Trade Journal* when more information is available.

REPUBLIC OF SOUTH AFRICA

Customs tariff classifications

GOVERNMENT NOTICE No. 120, published in the Republic of South Africa *Government Gazette* of February 21, reproduces Amendment List No. 60 to the Customs Tariff Guide.

Consequential customs changes are as follows:

Acriflavine, a disinfectant, imported in bulk, has been transferred from tariff item 223 to tariff item 239(2). The duty becomes 10 per cent *ad valorem* from all sources instead of 5 per cent *ad valorem* from all sources.

Chloride of lime or chlorinated lime, and **Chlorine** (gas or liquid) for water treatment have been transferred from tariff item 223 to tariff item 239(1). The duty becomes 10 per cent *ad valorem* from all sources, when imported in bulk, instead of 5 per cent *ad valorem* from all sources.

Loading machinery, hay, mechanical has been transferred from tariff item 97(9) to tariff item 97(3). The duty becomes free in the minimum column (Britain) and 7 per cent *ad valorem* in the intermediate column, instead of free of duty from all sources.

Pumps, cement or concrete, for builders have been transferred from tariff item 335 to tariff item 118(g). The duty becomes free in the minimum column (Britain), 3 per cent *ad valorem* in the intermediate column and 5 per cent *ad valorem* in the maximum column, instead of 20 per cent *ad valorem* from all sources.

Silicones, i.e., silicone oils, fluids, greases and 'rubber' have been transferred from tariff item 239(6) to tariff item 205(1)(a). The duty becomes free from all sources instead of 10 per cent *ad valorem* from all sources.

Wire, filament, fuse or resistance, has been transferred from tariff item 119(c) to tariff item 153(d). The duty becomes free in the minimum column (Britain) and 3 per cent *ad valorem* in the intermediate column.

NIGERIA

Customs Tariff Amendments

THE FIRST and Second Schedules to the Nigerian Customs Tariff have been amended by Legal Notice No. 26 as follows:

FIRST SCHEDULE - IMPORT DUTIES

Item No.	Goods	Revised rate of duty
4 (3)	Footwear other than gaiters, leggings, puttees and spats: (a) wholly or mainly of leather . . . . . the pair or *ad val.*	7s. 6d. 33⅓% whichever is the higher.
	(b) of other materials . . . . . the pair or *ad val.*	4s. 0d. 33⅓% whichever is the higher.
5	Bags and Sacks (other than bags loosely sewn) of textile material: (1) Of jute with dimensions not exceeding 44 in. x 28 in. shown to the satisfaction of the Board to be imported for the packing of goods and produce manufactured, grown or processed in Nigeria . . . . . each (2) Other . . . . . each or *ad val.*	2d. 1s. 4d. 20% whichever is the higher.
12	Cement, Portland, and similar cements for building purposes the ton or *ad val.*	£2 10s. 0d. 33⅓% whichever is the higher.
24 (3)	Mattresses, bed, of all materials . . . . . *ad val.*	50%
32	Household Utensils, wholly or mainly manufactured of metal, whether enamelled or not . . . . . *ad val.*	50%
41 (3)	Oils, lubricating . . . . . the gallon	1s. 0d.
45	Piece-Goods: (1) Of cotton or natural silk or artificial silk or mixtures thereof: (a) Knitted fabrics . . . . . the pound or *ad val.*	2s. 6d. 33⅓% whichever is the higher.
	(b) Velvets, velveteens, plushes and other pile fabrics the sq. yard or *ad val.*	3s. 0d. 50% whichever is the higher.
	(c) Cotton fabrics, bleached and unbleached the sq. yard or *ad val.*	1s. 0d. 25% whichever is the higher.
	(d) Unbleached grey baft imported for use exclusively for the production of printed cotton fabrics by a manufacturer approved in that behalf by the Minister the sq. yard	1s. 8d.
	(e) Other . . . . . the sq. yard or *ad val.*	1s. 9d. 40% whichever is the higher.
	(2) of other textile materials . . . . . *ad val.*	40%
	For the purpose of this item 'Piece-Goods' shall include handkerchiefs, headties, mufflers, sarongs, scarves and any remnants of cloth or irregular length of a greater area than one-third of a square yard, and any other articles which are capable of being used in substitution for any such articles and are in the opinion of the Board likely to be so used. For the purpose of sub-item (1), artificial silk shall include rayon and other textile fibres prepared from natural or synthetic sources by a chemical process of solution followed by extrusion but shall not include textile fibres made of spun glass or metal.	
45A	Plasticware . . . . . *ad val.*	50%
46 (1)	(a) Biscuits . . . . . *ad val.*	66⅔%
(12)	Meat, including poultry and game fresh or preserved in any way *ad val.*	66⅔%
52	Soap and Soap Products, including detergents, whether manufactured from soap or not . . . . . the pound or *ad val.*	9d. 50% whichever is the higher.
60	Tyres: (1) Pneumatic: (a) Of a sectional width exceeding 4 in. (101 mm.) and less than 12 in. (305 mm.) and tubes and flaps therefor but excluding: (i) tyres, pneumatic, designed for agricultural tractors, agricultural and industrial implements, earth movers, graders and similar machines, and tubes and flaps therefor, and so invoiced: (ii) tyres, pneumatic, designed for aircraft and tubes therefor and so invoiced . . . the pound weight	3s. 6d.
	(b) Other, unless specifically exempted under item 67A of the Second Schedule: (i) of a sectional width exceeding 1¼ in. and tubes and flaps therefor . . . . . *ad val.*	33⅓%
	(ii) of a sectional width not exceeding 1¼ in. and tubes therefor . . . . . *ad val.*	20%
	(2) Other . . . . . *ad val.*	20%
63	Yarns and Threads of cotton and/or artificial silk: (3) All other . . . . . the pound (net thread weight)	1s. 2d.

SECOND SCHEDULE - EXEMPTIONS FROM IMPORT DUTIES

New Item 27A	Flavouring Concentrates: Blending agents and neutral blending alcohol imported for use exclusively for the production of potable spirits by a distiller approved in that behalf by the Minister. Existing Item No. 27A to be renumbered 27B.
Deletion 65	Delete Stationery.

Sir Geoffrey de Freitas (left), British High Commissioner in Kenya, examining an instrument panel in the instruments room during his recent visit to the first oil refinery in East Africa at Mombasa, East African Oil Refineries Ltd. Sir Geoffrey was accompanied by Mr. P. C. Burdett (right), British Trade Commissioner in Nairobi. The refinery, which was officially opened by Mr. Jomo Kenyatta on February 21, is owned by Shell Company and BP, and is to process crude oil from seven marketing companies. It has a capacity input of two million tons of crude oil per annum.

NYASALAND

Suspension of duties

A COPY has been received of Nyasaland Government Notice No. 71, dated January 8, 1964.

The notice provides for the withdrawal of the suspension of duties on the following item:

Ex. 43(a) Sugar:

(iii) Granulated and other forms, n.e.e. including white mill sugar.

EXPORT INQUIRIES

Most of the detailed information which British traders may need to help them sell their goods overseas can be obtained by contacting the nearest Regional Office of the Board of Trade or the Export Services Branch (Hillgate House, 35 Old Bailey, London, E.C.4. Tel. City 5757).

It may save you time if your export inquiries are sent in the first place to the Board of Trade rather than to Trade Commissioners or Commercial Officers overseas. A list of addresses of Regional Offices of the Board of Trade is given on page 422 of February 21 issue.

HINTS TO BUSINESS MEN

THE 'Hints to Business Men' series of booklets, covering over 100 individual countries, provides useful information on such subjects as travel, hotels, climate, currency, public holidays, population, industries, economic factors, and summarizes the nature and extent of imports and exports. Copies may be obtained free of charge by British businessmen who intend visiting any country on export business, on application to Directories and Notices Section, Board of Trade, 1 Victoria Street, London, S.W.1 (Tel. Sullivan 3400, Ext. 3020), or to any Regional Office of the Board.

VISITS OVERSEAS BY UNITED KINGDOM BUSINESSMEN

United Kingdom businessmen travelling overseas are urged, in their own interest, to give advance notice of Trade Commissioners and Foreign Service Officers if they propose to call on them, especially if it is intended to ask for information or other help which it may take time to prepare. It is often advisable to telephone for an appointment on arrival.

Export Services Branch and the Regional Offices of the Board of Trade, if approached, will pass information about pending business visits to Overseas Officers and provide letters of introduction.

Built for service for the Niger Delta Development Board, in Nigeria, this 18-ton tug 'Ledum' has an all-welded aluminium alloy hull claimed to be the largest of its type constructed in Britain. The vessel was built by Whittingham and Mitchell Ltd., of Chertsey, Surrey, with the hull constructed from light alloy supplied by James Booth Aluminium Ltd. (Kitts Green, Birmingham).

Index to statistics published regularly in the Board of Trade Journal

A = annually; M = monthly; Q = quarterly; 6-M = every six months.

Title	*Last published*
Balance of payments (Q)	10 Jan. 1964
Business names registered (A)	7 Feb. 1964
Capital expenditure:	
By industry – provisional (Q)	6 Mar. 1964
– final (Q)	24 Jan. 1964
Distributive and service trades (A)	27 Dec. 1963
Expected capital expenditure (6-M)	17 Jan. 1964
Cars and commercial vehicles (M)	28 Feb. 1964
Catering trades turnover (M)	13 Mar. 1964
Chemical industries production (6-M)	1 Nov. 1963
Companies:	
Income and finance (Q)	31 Jan. 1964
New companies registered (M)	This week
Property companies	20 Dec. 1963
Engineering and electrical goods:	
Production, exports and orders (M)	20 Feb. 1964
Deliveries of certain products (Q)	28 Dec. 1963
Film industry:	
British film fund agency returns (M)	28 Feb. 1964
Cinema admissions and takings (M)	This week
Registrations of films (A)	28 Feb. 1964
Trends in film going (A)	1 Mar. 1963
Foreign trade:	
Commonwealth trade (A)	28 June 1963
Sterling area trade summary (Q)	14 Feb. 1964
Trends in exports of manufactures (A)	27 Sept. 1963
World trade and production (Q)	14 Feb. 1964
Foreign trade of the UK:	
Trade by air (6-M)	15 Nov. 1963
Unit value and volume index nos. (M)	13 Mar. 1964
Value of overseas trade (M)	28 Feb. 1964
Gold and dollar reserves (M)	13 Mar. 1964
Hire purchase:	
Assets and liabilities of HP companies (Q)	6 Mar. 1964
Business (M)	6 Mar. 1964
Industrial building:	
Provisional figures (Q)	31 Jan. 1964
Industrial production:	
Census, first results (A)	27 Dec. 1963
Index nos. (M)	28 Feb. 1964
N. Ireland index (M)	28 Feb. 1964
Insurance companies:	
Assets (A)	19 July 1963
Transactions (Q)	20 Dec. 1963
Investments and earnings overseas (A)	15 Nov. 1963
Passenger movement to and from UK (Q)	24 Jan. 1964
Pensions funds:	
Assets (A)	26 July 1963
Transactions (Q)	13 Dec. 1963
Retail prices index (M)	21 Feb. 1964
Retail trade:	
Index nos. (M)	6 Mar. 1964
N. Ireland index (M)	7 Feb. 1964
Shipping movement at UK ports (Q)	13 Dec. 1963
Stocks:	
Manufacturers and distributors (Q)	6 Mar. 1964
Retail (M)	This week
Textiles:	
Clothing and textile orders and deliveries (M)	This week
Man-made fibres production (M)	6 Mar. 1964
Wholesale houses sales (M)	This week
Wool and cotton output (M)	This week
Tourist traffic (M)	14 Feb. 1964
Wholesale prices:	
Average prices of selected commodities (A)	21 Feb. 1964
Index nos. (M)	13 Mar. 1964

Board of Trade Departments, etc. *Subject*	*Last published*
British Commercial Representatives Overseas	31 Jan. 1964
Board of Trade Addresses	28 Feb. 1964
Board of Trade Regional Organizations	21 Feb. 1964
ECGD Local Offices	31 Jan. 1964
British and Commonwealth Chambers of Commerce and other British Business Organizations Overseas	6 Dec. 1963
United States Consular Offices in the UK	21 July 1963

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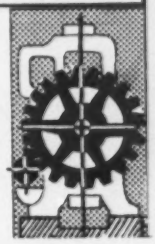

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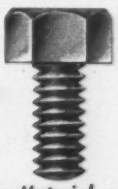

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